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Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The Strategic Communications Division, which is responsible for implementing the subprogramme relating to strategic communications services, formulates communications strategies on priority issues and carries out communications campaigns to support the substantive goals of the Organization. The Division also manages the network of 63 United Nations information centres and offices around the world.

The present report, prepared in response to General Assembly resolution 64/96 B, summarizes the key advances made by the Department from July 2009 to February 2010 in promoting the work of the United Nations to the global audience through its strategic communications services.

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Introduction

In its resolution 64/96 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-first session and requested the Secretary-General to continue reporting to the Committee on the activities of the Department.

In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities for the consideration of the Committee on Information at its thirty-second session. The bureau of the Committee on Information, which met on 1 December 2009, advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

The present report,[1] submitted for the consideration of the Committee at its thirty-second session, is divided into two parts. Part One addresses thematic communications campaigns in such areas as peacekeeping, disarmament, the question of Palestine, human rights, climate change, the Millennium Development Goals and the World Summit on the Information Society and Africa, with a focus on the New Partnership for Africa's Development (NEPAD). Part Two examines the role and activities of the network of United Nations information centres.

[1] Unless otherwise indicated, the present report covers the activities of the Department for the period from July 2009 to February 2010.

Part One: Communications campaigns

I. Adopting a strategic approach

1. The Department of Public Information is tasked with promoting the work of the United Nations by providing timely, accurate, impartial, comprehensive and coherent information to the widest possible global audience. The Strategic Communications Division, which is responsible for implementing the subprogramme relating to strategic communications services, formulates communications strategies on priority issues and carries out communications campaigns to support the substantive goals of the Organization. The Division also manages the network of 63 United Nations information centres and offices around the world.

2. The Department's strategic approach to communications includes setting the communications priorities for the year, both for the Department and for its global network of offices, reflecting the key issues before the Organization. Coordinated communications campaigns are then developed to reach a global target audience, both directly, through outreach activities carried out by information centres, and through the international media. The integration of new media platforms, including social networking tools such as Facebook, Twitter and YouTube, are an increasingly important component of the Department's communications strategies.

3. A new publication, *United Nations in Focus*, was initiated by the Department in October 2009 to provide a concise analysis of key trends, developments and issues before the Organization. The inaugural edition featured the achievements of the high-level debate of the sixty-fourth session of the General Assembly. It was followed by an edition on food security and a review of the main challenges facing the United Nations during 2009.

Working together with partners in the United Nations system

4. The United Nations Communications Group, now in its ninth year, has emerged as a system-wide communications platform for coordinating and harmonizing United Nations messages on priority issues. During the reporting period, important progress was made towards creating United Nations communications groups at the country level. With the support of the United Nations Development Operations Coordination Office, country-level communications groups have now been established in over 100 countries. These groups are taking the lead in promoting joint United Nations communications at the country level, bringing together creative energies and human resources of members of the United Nations country team in the locations where they serve. Activities undertaken in that regard include the following:

(a) United Nations Communications Group-Argentina: On 12 November 2009, the Group held a daylong workshop for 20 journalists on violence against women. Keynote speakers included a justice from the national Supreme Court and senior officials from the United Nations system;

(b) United Nations Communications Group-Azerbaijan: The group organized five joint field visits and round tables with media representatives;

(c) United Nations Communications Group-Lebanon: In observance of the International Day of Peace, the group produced a special television programme that included statements by seven religious leaders of the country;

(d) United Nations Communications Group-Russian Federation: The group facilitated the issuance of "United Nations in Russia", a bilingual (English and Russian) newsletter that comes out once every two months;

(e) United Nations Communications Group-South Africa: The group has lent support to the South African Model United Nations debating competition for high schools project;

(f) United Nations Communications Group-Thailand: The United Nations Day exhibit at the country's largest shopping complex, held from 22 to 25 October 2009, drew an estimated 20,000 visitors.

II. Thematic campaigns

A. The Department of Public Information and United Nations peace operations

5. During the reporting period, the Department of Public Information worked closely with the Department of Peacekeeping Operations and the Department of Field Support on improving support to public information components of peacekeeping operations, making use of new media technologies and platforms and creating greater public support for United Nations peacekeeping, including through the following activities:

(a) Working in cooperation with peacekeeping missions, the Department disseminated over 100 press releases targeting more than 30 troop- and police-contributing countries, focusing on the contributions by individual Member States to United Nations peacekeeping efforts;

(b) The Department undertook a major maintenance and revamping of the English and French peacekeeping websites, with the result that the mission sites appear at the top of most search engines. Content is updated and refreshed in English and French. Websites in other official languages of the United Nations are in the process of being prepared. The Department of Public Information has also been working with the Department of Political Affairs on updating the content of its website;

(c) The Department of Public Information and the Department of Field Support continued to help peace operations convert to the content management system to support local mission websites, which unifies branding of the missions while also reducing the requirement for mission-based webmasters, as maintaining the sites no longer requires technical expertise. More than 20 peacekeeping and political missions have adopted the new template, with some missions using Arabic, French and Portuguese in addition to English;

(d) The Department of Public Information worked with the Department of Field Support in transforming field personnel recruitment, consistent with new reforms introduced by the Office of Human Resources Management, and in identifying candidates for key posts in public information in peace operations. It also worked with the Department of Field Support on its new database and website created to offer greater transparency regarding the adjudication of conduct and discipline cases in field operations;

(e) The Department's annual "United Nations peace operations 2009: year in review", published in English and French in early 2010, presented a review of current United Nations peacekeeping operations and special political and peacebuilding missions throughout the world;

(f) The United Nations News Centre web portal (www.un.org/news) carried 1,206 English and 1,022 French news articles on peacekeeping matters during the reporting period. News articles in English and French were also distributed via the associated e-mail news service to more than 50,000 subscribers worldwide;

(g) During the reporting period, UNifeed[2] collaborated with peacekeeping missions to produce more than 100 stories;

(h) United Nations Radio produced over 100 peacekeeping-related news and feature stories, including a feature on women in peacekeeping.

Earthquake in Haiti

6. Following the tragic earthquake that struck Haiti in January 2010, the Department supported the Office of the Spokesperson for the Secretary-General in the organization of videoconference briefings with the United Nations Stabilization Mission in Haiti (MINUSTAH) as soon as this was technically feasible. It also worked with the Department of Peacekeeping Operations and the Department of Field Support on using new media platforms to inform staff and the public about the situation in Haiti. The Department helped identify and loan staff to the emergency effort. It also provided regular guidance notes on the situation in Haiti to United Nations field offices, issued fact sheets for the Department of Peacekeeping Operations and kept the MINUSTAH website "live".[3]

7. United Nations information centres were mobilized to organize press conferences, give interviews and respond to queries related to the earthquake in Haiti, as well as to follow up on the fate of nationals from the countries where the information centres are located. Many of them, together with others in the United Nations country team, organized commemorative ceremonies marking the first week after the earthquake. United Nations information centres began to place the Secretary-General's op-ed article, "Haiti is not alone", immediately after his visit to Haiti, eventually placing it in more than 50 media outlets. The op-ed was also translated by information centres into Arabic, Danish, German, Greek, Hungarian, Italian, Japanese, Persian, Portuguese, Romanian, Russian, Slovak, Slovenian, Thai and Turkish.

Disarmament

8. In 2009, the Department of Public Information launched a multiplatform campaign on nuclear disarmament, involving new media and traditional outreach. The campaign was the first by the Department that used both traditional and new media to promote a strategic communications priority. It was launched in June with the slogan "WMD-We Must Disarm", and it culminated with the International Day of Peace on September 21, during the same week in which a special Security Council meeting was held, along with the Conference on Facilitating the Entry into

[2] UNifeed was established in 2005 as an inter-agency platform to provide global television broadcasters with single-source access to video news stories.

[3] For other Department of Public Information activities related to the Haiti earthquake, please see A/AC.198/2010/3 and A/AC.198/2010/4.

Force of the Comprehensive Nuclear Test-Ban Treaty, at United Nations Headquarters. The previous week, the annual Department of Public Information/Non-Governmental Organization conference, which took place in Mexico City, was also devoted to disarmament and served as a further vehicle for civil society involvement in the "We Must Disarm" campaign. Additional activities of the Department in the area of disarmament included the following:

(a) By using social networks, the Department was able to attract more people to the United Nations International Day of Peace website, which had 45,000 visitors to all language sites. The social networking platform Twitter enabled the "We Must Disarm" campaign to reach an estimated 1.2 million people, and the Facebook site counted 7,700 members. Messages sent out over Twitter were also screened in the General Assembly Hall just before the general debate in September;

(b) In 2009, the *United Nations Chronicle*, which dedicated a special issue to disarmament (see vol. XLVI, No. 1 and 2), featured articles by the Special Representative of the Secretary-General for Children and Armed Conflict and the Director of the United Nations Mine Action Service.

9. The Department of Public Information also promoted the Secretary-General's proposals on disarmament and non-proliferation through an op-ed piece published in some two dozen newspapers globally and through other products and activities by United Nations information centres, non-governmental organizations and other partners.

Promotion of the "We Must Disarm" campaign using social media

10. The Department promoted the "We Must Disarm" campaign through traditional channels, as well as online through social media websites and the United Nations website. Data showed that social media sites helped to increase the overall traffic to the United Nations International Day of Peace website. As the number of messages sent on Twitter increased from June to September, the number of Twitter and Facebook members increased, as did the number of visits to the United Nations International Day of Peace website.

Figure I
Messages sent on "Twitter" from Headquarters

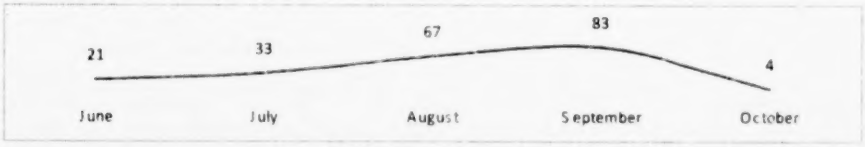


Figure II
Membership: Twitter and Facebook Cause

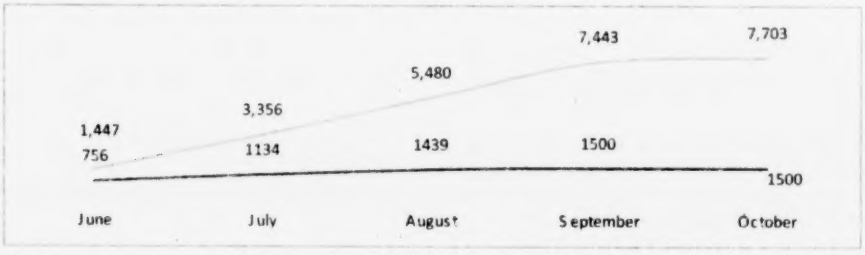
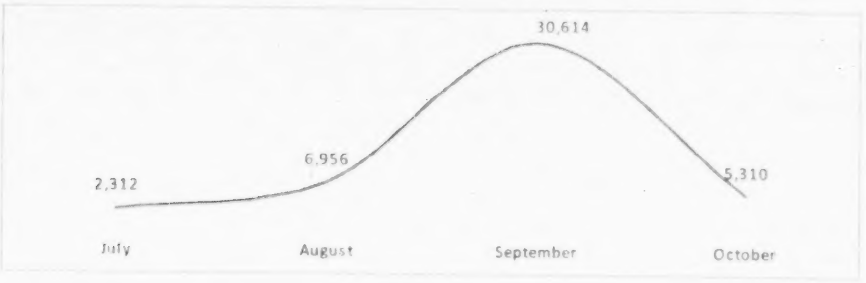


Figure III

Visits to the International Day of Peace website (all language versions)



B. The question of Palestine

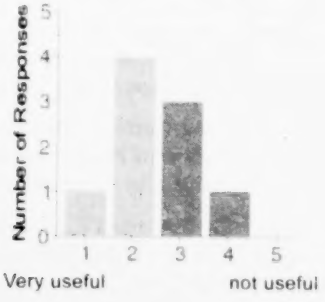
11. The Department carried out a number of activities in connection with its special information programme on the question of Palestine. It organized the 2009 annual training programme for nine young Palestinian journalists (three men and six women) from 9 November to 11 December at United Nations Headquarters. Participants attended workshops and briefings in New York, Geneva and Washington, D.C. A total of 141 Palestinian journalists have been trained since the programme began in 1995.

12. The 2009 programme aimed at strengthening the skills of the participants as broadcast media professionals. A survey conducted at the end of the programme, as demonstrated in figure IV, found that a majority of the participants in the programme found it useful.

Figure IV

How satisfied are you with the programme overall?

How do you evaluate the television production workshop?



Other activities related to the question of Palestine included the following:

(a) The seventeenth International Media Seminar on Peace in the Middle East, in cooperation with the Ministry of External Relations of Brazil, was held in Rio de Janeiro on 27 and 28 July 2009. Four panel discussions took place during the event, which was attended by approximately 200 people. The seminar was extensively covered by major Brazilian media outlets, including Agencia Brasil,

O Globo, *Folha de São Paulo*, *O Estado de São Paulo*, *O Dia* and *Jornal do Brasil*, as well as by media in other parts of the world;

(b) The Department updated and displayed the English version of the permanent exhibit on the question of Palestine at Headquarters in New York, and the French version at the United Nations Office at Geneva. An electronic version of the updated exhibit was also made available online;

(c) As part of the commemoration of the sixtieth anniversary of the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), which took place at United Nations Headquarters on 24 September, the Department of Public Information translated the UNRWA press kit into French and printed the kits in Arabic, English and French. The Department also conducted media outreach concerning the event, facilitating interviews for the Commissioner-General of UNRWA with various media outlets, including Al-Jazeera and Al-Arabiya.

13. United Nations information centres played an important role in highlighting the sixtieth anniversary of UNRWA, including through the following activities:

(a) The United Nations Information Centre in Warsaw prepared and disseminated background information in Polish;

(b) The United Nations Information Centre in Mexico City displayed the Department of Public Information exhibit on Palestine in Spanish;

(c) The United Nations Information Centre in Tokyo organized a workshop to review efforts of the United Nations, Japan and UNRWA in providing assistance to the Palestinian people.

C. Human rights

Human Rights Day 2009

14. The Department partnered with the Office of the United Nations High Commissioner for Human Rights in the observance of Human Rights Day around the world. Under the theme "Embrace diversity, end discrimination", some 30 United Nations information centres conducted activities, ranging from film screenings and lectures to the production of radio programmes and translation of key human rights documents into local languages. In addition, the following activities also took place:

(a) The United Nations Information Centre in Bucharest partnered with the National Administration of Penitentiaries to produce a play entitled "Speak Truth to Power" with 14 detainees at the Metropolis Theatre of Bucharest;

(b) The United Nations Information Centre in Pretoria joined with the South African Rugby Union to promote the slogan "Embrace diversity, end discrimination" throughout the International Rugby Sevens Tournament in December. The human rights banner was displayed on the field, and the Secretary-General's message for Human Rights Day was read to the crowd. The event was telecast live and broadcast to more than 140 countries.

15. Both United Nations Television and United Nations Radio promoted human rights in their regular programming. United Nations Radio, for example, produced more than 500 news and feature stories during this period, including features on

Human Rights Day, migrant workers, the commemoration of the abolition of slavery, food security as a human rights issue and the rise in the number of asylum-seekers.

Ending violence against women

16. The Department worked to promote and publicize the tenth anniversary of the International Day for the Elimination of Violence against Women on 25 November, a key date for the Secretary-General's "UNiTE to End Violence against Women" campaign. The anniversary saw the launch at United Nations Headquarters of the Secretary-General's Network of Men Leaders, selected to work in support of the UNiTE campaign. Informational materials, including a press kit and a redesigned campaign website (http://endviolence.un.org), were produced. The Secretary-General gave a press conference to mark the Day, which generated considerable media coverage. Most news pieces led with the launch of the Network of Men Leaders, quoting the Secretary-General extensively and focusing on his call to men and boys to end violence against women. Highlights of the coverage of the anniversary included pieces by major news wires, including the Associated Press (AP), Agence France-Presse (AFP), BBC, the German Press Agency (DPA) and Xinhua, which were picked up widely by online and print media outlets. Additionally, several broadcast pieces were aired, including by Al-Jazeera English and BBC News.

17. The Department worked to publicize the launch, at United Nations Headquarters in October 2009, of a joint United Nations/Council of Europe study on trafficking in organs, tissues and cells and trafficking in human beings for the purpose of the removal of organs. Press coverage of the launch was considerable. Most articles led with the key message of a call for an international convention on organ trafficking.

The rights of indigenous peoples

18. The Department coordinated a global launch of the first-ever United Nations *State of the World's Indigenous Peoples* report in January 2010. A comprehensive press kit containing chapter highlights, regional fact sheets and a main press release was prepared in English, French, Russian and Spanish. The main launch in New York featured a press conference with one of the authors of the report and the Chair of the United Nations Permanent Forum on Indigenous Issues. Other launches were held in Belgium, Brazil, Colombia, Mexico, the Philippines and the Russian Federation, with the assistance of United Nations information centres. The United Nations information centres in Canberra and Pretoria also conducted targeted media outreach for the report. In addition, the United Nations Information Centre in Mexico City held a launch event, which was covered by six television channels, three radio stations and five news agencies.

19. In 2009, the Department facilitated 17 new translations of the United Nations Declaration on the Rights of Indigenous Peoples. Priority was given to translations in indigenous languages, including Mapuche and Wichi (facilitated by the United Nations Information Centre in Buenos Aires) and Tsotsil, Tseltal and Ch'ol (facilitated by the United Nations Information Centre in Mexico City). The Declaration is now available in more than 30 languages.

General Assembly and the Human Rights Council

20. The Department organized a dozen press briefings and several interviews with human rights special rapporteurs and independent experts during the regular part of the sixty-fourth session of the General Assembly.

21. For the launch in September 2009 of the report of the United Nations fact-finding mission on the Gaza conflict (which was appointed by the Human Rights Council), the Department worked with the Office of the United Nations High Commissioner for Human Rights to organize a press conference and interviews with the chief of the fact-finding mission, Justice Richard Goldstone. These included outlets such as Al-Jazeera (English and Arabic), ABC radio (Australia), BBC television and radio, CNN, Channel Four (United Kingdom of Great Britain and Northern Ireland), Egyptian television, France 24 television and the Public Broadcasting Service (PBS) of the United States of America.

D. Outreach programme on the Rwanda genocide and the United Nations

22. In December 2009, the programme manager of the United Nations Outreach Programme visited Rwanda to meet with Government representatives and key programme partners. A meeting with Rwandan participants in the "Visions of Rwanda" photography project provided an opportunity to show them the exhibit produced from their work, which was displayed at United Nations Headquarters for the commemoration of the fifteenth anniversary of the genocide in April 2009. A showing of the "Visions of Rwanda" photography exhibit was also organized at the Kigali Memorial Centre during January 2010.

E. Climate change

23. Raising awareness of the need for a new global deal to address climate change was a key United Nations priority in 2009. The Department worked to build momentum on the issue through the promotion of the summit on climate change that was held before the General Assembly debate in September 2009 and which was attended by 101 Heads of State and Government, and through the promotion of the Fifteenth Conference of Parties to the United Nations Framework Convention on Climate Change (UNFCCC), held in Copenhagen in December 2009, in which 119 leaders participated.

24. The Department of Public Information coordinated the communications efforts on climate change in its role as chair and coordinator for the more than 20 agencies that comprise the inter-agency United Nations Communications Group Task Force on Climate Change. Through the Task Force, the system-wide "Seal the Deal" campaign was developed and implemented. This campaign played a major role in raising awareness of the need to reach an international agreement to tackle climate change. In particular, the Department worked closely with the United Nations Environment Programme on the campaign and in support of UNFCCC on the Copenhagen conference. Throughout the year, the Department worked closely with the Secretary-General's Climate Change Support Team to produce and disseminate messages on climate change. The Department also worked closely with

non-governmental organizations and the advertising industry, which developed the "Hopenhagen" campaign.

25. The Department of Public Information played a lead role in organizing the communications effort for the September summit on climate change, producing the opening and closing segments of the summit, producing a press kit, branding the United Nations Secretariat Building for the summit, posting pre-recorded statements by world leaders on the summit website, providing media outreach and liaising with civil society organizations. During the Copenhagen conference, the Department of Public Information supported the work of the various members of the United Nations Communications Group climate change team, prepared a daily blog on the conference, maintained a United Nations Publications booth and prepared interviews for the Secretary-General. Additional activities related to climate change include the following:

(a) Original reporting from the Copenhagen conference was provided by the Department on the portal website "Gateway to the United Nations system's work on climate change" (www.un.org/climatechange). The Department also produced and maintained the website for the September climate change summit;

(b) Both United Nations Television and United Nations Radio provided extensive coverage. Each United Nations Radio language unit did special reporting and created a climate change link on its website. During this reporting period, each unit produced from 50 to 180 related stories, including news, features, interviews and a five-part climate change series. The Copenhagen conference was covered by two producers. In addition to news stories and features, photo galleries and videos were created by the team;

(c) The *United Nations Chronicle* devoted an entire issue (vol. XLVI, No. 3 and 4) to climate change.

26. The network of United Nations information centres played a key role in support of the "Seal the Deal" campaign. In early 2009, the United Nations Regional Information Centre in Brussels launched its second European public information campaign, entitled "CoolPlanet 2009", with a focus on climate change and in support of "Seal the Deal". The following United Nations information centres also played a key role in support of raising awareness about climate change:

(a) The United Nations Information Centre in Prague, working with the British Council, invited leading Czech cartoonists to participate in the "Cartooning for 'Seal the Deal'" campaign. The best 12 cartoons became part of a travelling exhibit that was displayed in the Czech Parliament, schools and public libraries;

(b) The United Nations Information Centre in Yaoundé participated in the Pan-African Parliamentarians' Network on Climate Change at the National Assembly of Cameroon in November 2009. The two-day conference brought together lawmakers from eight African countries to discuss climate change in the Congo Basin;

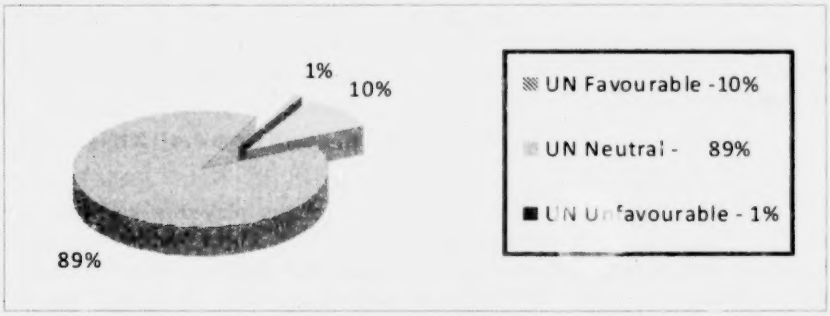
(c) The United Nations Information Centre in Manila partnered with a renewable energy firm in organizing a "climate change caravan" lecture forum for numerous elementary and high-school students in the Philippines;

(d) The United Nations Information Centre in Bogotá, together with the Universidad del Rosario, organized the first Model United Nations conference on climate change, attended by over 300 students.

27. Climate change was also the subject of the *World Economic and Social Survey 2009: Promoting Development, Saving the Planet*. The Department worked with several United Nations system partners to provide media support to the launch of the report that was held on 1 September 2009 in Geneva, generating coverage by the major wire services. Regional launches were organized by information centres and services in Bangkok, Islamabad, Johannesburg, Nairobi and New Delhi, in addition to a New York press conference that resulted in stories in the *New York Times* and the *Financial Times*.

28. The Department, in cooperation with the UNFCCC secretariat, analysed media coverage of the summit on climate change. A total of 1,977 worldwide media clippings were collected and analysed. More than 50 per cent of stories included at least one United Nations message about climate change, and 35 per cent mentioned or quoted a United Nations spokesperson. The majority of stories had either neutral or favourable coverage of the Organization, as is shown in figure V.

Figure V
Summit on Climate Change: September 2009



Total number of clippings that mention the United Nations: 1,599 out of 1,977.

E. Millennium Development Goals

29. The Department worked closely with the relevant substantive offices and United Nations system partners to coordinate and promote the launch of two major reports: the annual *Millennium Development Goals Report* (6 July) and the second report of the Millennium Development Goals Gap Task Force (16 September). It also played a major role, along with the United Nations Millennium Campaign, in the "Stand up and take action against poverty and for the Millennium Development Goals" initiative (17-19 October). Planning began in December for an inter-agency communications campaign on the Millennium Development Goals leading up to the high-level plenary meeting on the Millennium Development Goals, which the General Assembly decided would take place from 20 to 22 September 2010.

Launch of the *Millennium Development Goals Report 2009*

30. The Department formulated and carried out a communications strategy for the Secretary-General to launch the annual *Millennium Development Goals Report* in Geneva at the opening of the high-level segment of the Economic and Social Council, in cooperation with the Department of Economic and Social Affairs. Additionally, information centres and United Nations Development Programme offices assisted in arranging regional launches in Brussels, Johannesburg, Moscow, New Delhi and Stockholm (organizing outreach in five Nordic countries), and information centres in Cairo and Mexico City coordinated the distribution of press releases. Nine press releases were prepared, translated into appropriate languages and disseminated to media electronically and online.

31. The launch generated considerable media coverage, including: 19 stories in English-language media in Australia, Europe and the United States, notably in the *Financial Times*, the *Guardian*, *The Sydney Morning Herald* and *The Huffington Post*; 17 stories in India, including in *The Times of India*, the *Hindustan Times* and a full-page feature in *The Statesman*; 24 stories in French-language media and media outlets in the Benelux countries; over 40 stories in Latin America; 3 stories in African media, including in *The Guardian* in Nigeria and South Africa's *Business Day*; 12 stories in the Middle East; and 24 stories in the media of the Nordic countries, including several broadcasts on television news. The coverage was largely in line with the main messages contained in the press releases.

32. The report of the Millennium Development Goals Gap Task Force was launched in New York in September 2009 by the Deputy Secretary-General and other senior United Nations officials.

"Stand up for the Millennium Development Goals" campaign

33. Building on their outstanding success in 2008, United Nations information centres played a key role in supporting the "Stand up and take action" initiative led by the United Nations Millennium Campaign. The initiative mobilized a record-breaking 173 million citizens gathered at over 3,000 events in more than 120 countries to literally "stand up" against poverty and for the Millennium Development Goals over a three-day period (16-18 October 2009). Many "Stand up" events received attention from national and local media and generated innovative new partnerships with civil society and the public sector, building strong awareness and support for the achievement of the Goals. "Stand up" events included the following:

(a) The United Nations Information Centre in Bogotá mobilized over 154,000 citizens, mostly students, to stand up against poverty, in coordination with the Ministry of Education;

(b) The United Nations Information Centre in Cairo joined forces with local religious leaders and the Government to mobilize 29 million people to stand up against poverty at weekly prayer services;

(c) The United Nations Information Centre in Manila worked with the country team and the Government, enlisting support from the President of the Philippines and her cabinet and generating participation by some 35 million people;

(d) The United Nations Information Centre in Pretoria worked with rugby and soccer federations to mobilize tens of thousands of people at sports events to show their support for the fight against poverty.

Promotion planned for 2010

34. The Department has begun coordinating planning for a major communications campaign for the Millennium Development Goals in 2010, working with its inter-agency partners through a task force under the United Nations Communications Group. The campaign will utilize stories gathered from field offices to highlight successes and communicate that the Goals can be achieved, and will aim to use online and new media to reach out to broad audiences.

F. Follow-up to the World Summit on the Information Society

35. The Department continued to promote the implementation of the conclusions of the World Summit on the Information Society by helping to promote the Global Alliance for Information and Communications Technologies and Development, specifically its annual meeting and its forum on how best to use information and communications technologies to strengthen education, held in Monterrey, Mexico, from 31 August to 3 September.

36. The Department also provided support to the fourth annual meeting of the Internet Governance Forum, held in Sharm el-Sheikh, Egypt, from 15 to 18 November. In reaching out to journalists and others who track Internet issues, particular efforts were made to use new and social media to enable people to follow the Forum from afar. More than 1,500 photos were posted on Flickr, while hundreds of video clips of the Forum and its workshops were uploaded on YouTube.

G. New Partnership for Africa's Development

37. As part of its efforts to focus global attention on the issues critical to Africa's development, the Department continued to strengthen and expand its advocacy activities by promoting the aims of NEPAD and by publicizing its achievements. This was done in close collaboration with the Office of the Special Adviser on Africa and the Economic Commission for Africa.

38. *Africa Renewal* and *Afrique renouveau* (both available at www.un.org/africarenewal), the Department's flagship publications on Africa, continued to provide the basis for much of the Department's work to promote NEPAD. Among the major articles published during the reporting period were several on the global economic crisis and its impact on Africa, on climate change, on the Millennium Development Goals and on peace, security and human rights. Additionally, *Africa Renewal*'s short features service continued to produce and place short feature articles (800-1,000 words) in major media around the world. Republication allows the Department to reach the large audiences enjoyed by major national media, both print and electronic. Articles were also disseminated in the following ways:

(a) Between July 2009 and January 2010, 21 of the short feature articles were published 391 times in 122 different media in Africa and around the world (171 times in English, 165 times in French, 4 times in Swahili, twice in Portuguese,

once in Greek and once in Spanish). The article titled "Is Africa's land up for grabs?" alone was published 47 times. The articles, based on news stories which appeared in three different issues of the magazine, were published in 42 countries, including Argentina, Belgium, Benin, Burkina Faso, Côte d'Ivoire, the Czech Republic, Egypt, Ethiopia, France, Ghana, Greece, Guinea, Kenya, Mali, Mauritania, Nigeria, Senegal, Switzerland, the United Republic of Tanzania and the United States of America. Additionally, the articles appeared in 35 different online blogs, messages sent on Twitter and global websites;

(b) The Department relied on the network of United Nations information centres to identify local print media outlets that were open to reprinting its short feature articles. The United Nations Information Centre in Windhoek, for example, facilitates the publication, on a regular basis, of *Africa Renewal* articles in one of the local newspapers in English;

(c) United Nations Radio produced some of the articles featured in *Africa Renewal* magazine for broadcast by its radio programme "United Nations and Africa". The project was produced in collaboration with United Nations Radio and some United Nations entities based in Africa. The United Nations Information Centre in Bujumbura, in its radio programme co-produced with the national radio of Burundi, broadcast a story on the global economic crisis and its impact on African economies.

39. In January 2010, the Department unveiled a new *Africa Renewal* website and began an expanded utilization of new media tools. The website, which has a new visual identity and a streamlined information design, not only hosts content from *Africa Renewal* magazine but also provides more original web-only content produced by the Department, as well as access to new media tools. It features Twitter feeds in English and French, provides access to the Department's Facebook and YouTube pages and runs regular and updated newsfeeds on African issues from across the United Nations system. Plans are also under way to launch a new blog, which will be accessible to a select number of journalists in Africa and United Nations Africa experts.

40. A survey of *Africa Renewal* readers, posted online and distributed in print versions from April 2008 through December 2009, found that 53 per cent of readers understood more about Africa's priorities from reading *Africa Renewal*. Sixty-eight per cent said that they had found information in *Africa Renewal* that was not easily available elsewhere.

Figure VI

Do you understand more about Africa's priority issues from reading/visiting *Africa Renewal*?

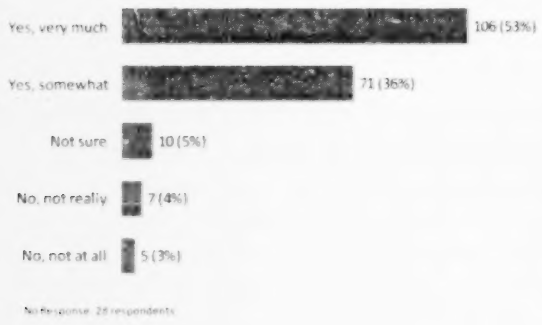
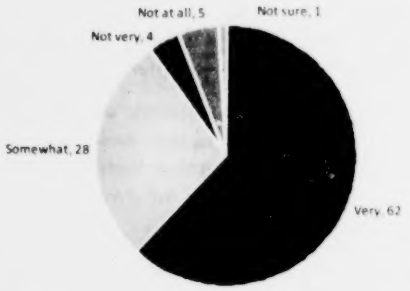


Figure VII
How useful/interesting do you find *Africa Renewal* information on these subject areas?

Topic: Women



III. A culture of evaluation

41. The analysis of the work of the Department with the media, specifically the impact of public information and communications campaigns, is an area in which the Department has been working to establish more systematic assessment. These media monitoring projects and surveys, carried out by the Department of Public Information's Evaluation and Communications Research Unit, help programme managers to improve their communications campaigns, activities and programmes. For example, a media monitoring project on the Millennium Development Goals showed that simpler communications messages received wider pick-up, and that more attention should be paid to how messages play out in different regions. These lessons learned have been applied to recent communications campaigns on priority themes. Survey data are also used to guide strategies and to improve programmes. A 2009 survey of United Nations information centres elicited information about the problems field offices faced in disseminating information online. These technical and organizational problems will be addressed by the Department in 2010.

42. In 2009, the Department conducted surveys and other types of evaluation of the following programmes, events and products:

(a) Sixty-second annual Department of Public Information/Non-Governmental Organization Conference;[4]

(b) United Nations communications groups at the country level;[5]

(c) Communications campaigns on disarmament and climate change;

(d) "UN4U" programme held in New York City;

(e) Global Model United Nations workshops and conference;

(f) *Africa Renewal*;

(g) United Nations website and United Nations information centre websites;

(h) Dag Hammarskjöld Library services;

(i) United Nations information centre briefings.

[4] For survey results, please see A/AC.198/2010/4.

[5] For survey results, please see A/64/262.

Part Two: the network of United Nations information centres

I. Background

1. The network of United Nations information centres, now fully integrated with the work of the strategic communication services, is key to the realization of the Department of Public Information's communications strategies. Through the realignment of resources, the upgrading of the use of information and communications technologies, staff training, building partnerships at local and regional levels and regular interaction with Headquarters, United Nations information centres are now better prepared to act as the "public voice" of the Organization in the locations they serve.

2. During the reporting period, the network of 63 United Nations information centres continued to promote the communications priorities of the Organization, disseminate key messages to local audiences in their own languages and strengthen local partnerships, while adapting themselves to the new demands arising from advances in information and communications technology and increasing security challenges.

II. Reaching target audiences in local languages

3. A key element in the work of United Nations information centres is the dissemination of information in local languages. Currently, the information centres have the capacity to work in 48 languages and have produced information materials in over 150 languages. These materials are disseminated through websites, newspapers, radio, television and educational and public outreach activities, as well as through new media and social networking tools. Activities undertaken by United Nations information centres include the following:

(a) The United Nations Regional Information Centre in Brussels maintains a website in 13 languages, and its library offers users access to information resources in most of the languages of Western Europe. The Centre's monthly magazines and newsletters are produced in English, French, German and Portuguese. The Centre also provides information materials in Portuguese to all United Nations offices operating in Portuguese-speaking countries. In addition, it compiles a daily press review in English, drawn from material in 10 local languages. With the generous support of the Government of Belgium, key information materials are translated and printed, and United Nations videos are subtitled in most of the languages of the region;

(b) The United Nations Information Centre in Mexico City translated the United Nations Declaration on the Rights of Indigenous Peoples into Chinanteco del Norte, Mazahua, Nahuatl del Istmo, Totonaco de la Costa, Tseltal and Zapoteco de la Planicie Costera. The United Nations Information Centre in Buenos Aires translated the Declaration into Mapuche and Wichi. The United Nations Information Centre in Tehran and the United Nations Office in Minsk translated the Declaration into Persian and Belarusian, respectively, while information centres in Ankara, Brussels and New Delhi translated it into Turkish, Greek and Hindi, respectively;

(c) The United Nations Information Centre in Pretoria produced a series of public service announcements on "Say 'no' to xenophobia: voices for tolerance and diversity", which was aired on a network of community radio stations run by the South African Broadcasting Corporation between 21 March and 30 April 2009. The languages used included Tsonga, Setswana, Sesotho, Siswati Venda, Xhosa and Zulu;

(d) The United Nations Information Centre in Rio de Janeiro in 2009 produced the Portuguese version of the videos "Year in Review 2008" and "End Poverty: Millennium Development Goals 2015";

(e) The United Nations Information Service in Vienna translated the Universal Declaration of Human Rights into Hungarian, Slovenian and Slovak.

4. United Nations information centres also translated the following Department of Public Information publications: "Sixty ways the United Nations makes a difference" (Turkish); "Building a stronger United Nations for a better world" (Azerbaijani); "Charter of the United Nations and Statute of the International Court of Justice" (Persian); and *Everything You Always Wanted to Know about the United Nations* (Armenian).

Placement of op-eds by United Nations information centres

5. With their knowledge of the local media in their respective countries, United Nations information centres are in a good position to place op-eds by the Secretary-General and senior United Nations officials in national newspapers, often translating them into local languages. For example, in September 2009, the Secretary-General's op-ed on climate change entitled "Now is our time" was translated by United Nations information centres into Czech, German, Hungarian, Japanese, Persian, Romanian, Slovak and Slovenian and placed in national newspapers.

Establishment of a United Nations information centre in Luanda

6. Serving the needs of Portuguese-speaking countries in Africa has been a long-standing concern for both the Member States and the Department. To that end, the biennial budget for 2010-2011, approved by the General Assembly on 23 December 2009, included funding and posts for the establishment of a United Nations information centre in Luanda. The Department will work closely with the Government of Angola, which has offered rent-free premises, to ensure that an information centre is established in Luanda on a priority basis. It has already begun the process of classifying the posts that will be assigned to the new centre and identifying initial furniture and equipment needs. It is envisaged that the new centre will have close ties with the United Nations Information Centre in Rio de Janeiro and with the Portuguese Desk at the United Nations Regional Information Centre in Brussels.

III. Enhancing local and regional partnerships

Joint communications activities at the country level

7. To celebrate United Nations Day 2009, the network of United Nations information centres, in cooperation with United Nations country teams, organized a range of activities, including the "UN4U" outreach campaign, lectures, United Nations "open houses" with presentations, film screenings and exhibits, often with

the participation of high-level Government officials, civil society and the media. Other activities included the following:

(a) United Nations information centres mobilized 21,000 students in 35 countries at some 135 schools and universities in the second annual "UN4U" campaign;

(b) The United Nations Information Centre in Tokyo, in partnership with United Nations entities, the Ministry of Foreign Affairs, Model United Nations-Japan and others, organized the first "United Nations week", which included a seminar on the role of business in achieving the Millennium Development Goals and a workshop on the Model United Nations, in which the Under-Secretary-General for Communications and Public Information participated;

(c) In a new partnership between the United Nations Regional Information Centre in Brussels and the Athens Metro, a selection of United Nations priority issues and events will be promoted throughout 2010, utilizing the 133 video monitors in the 23 stations of the city's underground rapid transit system, which is used by approximately 170 million people each year. Posters commemorating the International Year of Biodiversity and the International Day of Commemoration in memory of the victims of the Holocaust have already been displayed, and the Millennium Development Goals will be among future issues to be promoted.

Expanding partnerships at the regional level

8. In a number of cases, the work of information centres extends beyond the borders of individual countries, with the aim of enhanced regional cooperation and a stronger regional message. Activities include the following:

(a) Spearheaded by the United Nations Regional Information Centre in Brussels, the Department of Public Information's cooperation with the European Union in undertaking joint communications projects has increased in the past few years. In order to enhance this cooperation and broaden its visibility, the United Nations and the European Union have agreed to work together on a new communications initiative, "Partnership for a better world". Throughout 2010, the network of European Union delegations, in partnership with United Nations information centres, will use some key international days to encourage Governments and civil society actors to focus attention on pressing global issues. The issues covered by the eight international days identified for this communications initiative include: universal human rights; the rights of women, children and indigenous people; press freedom; and key global issues such as food, poverty and the environment. For each international day, communication materials produced by the two organizations will be compiled into joint electronic toolkits. "Partnership for a better world" will encourage support from major European newspapers and broadcasters, as well as from social media sites, artists and entertainers;

(b) The United Nations Information Centre in Manama provided media and communications assistance in promoting the Western Asia ministerial meeting of the Economic and Social Council, the Economic and Social Commission for Western Asia and the World Health Organization on "Addressing non-communicable diseases and injuries: major challenges to sustainable development in the 21st century", which was hosted by the Government of Qatar in Doha on 10 and 11 May 2009. A press release was issued and two press conferences were organized. The Al-Jazeera

Children's Channel was involved in the meeting to raise awareness about non-communicable diseases.

IV. Harnessing new information and communications technologies

United Nations information centre websites

9. All United Nations information centres now have dedicated websites of their own. These websites offer information in five official languages (Arabic, English, French, Spanish and Russian) and in 33 other languages. In December 2009, the highest number of page views recorded among the information centre websites was approximately 11 million in Mexico City, followed by Vienna (10.5 million), Brussels (4.8 million), Tokyo (4.7 million), Warsaw (2.6 million), Bogotá (1.5 million) and Prague (1.1 million).

10. The United Nations information centres web page, hosted on the United Nations website, is a gateway to all 63 information centres, including their individual websites. It is available in all six official languages and carries blog stories sorted by thematic areas, as well as a photo gallery, showing various activities undertaken by the information centres. In 2009, the portal registered 650,000 page views in all languages.

11. The United Nations Information Centre in Bujumbura registered the highest number of page views to its website among all information centres in Africa in 2009. The Centre, which closely collaborates with the United Nations Integrated Office in Burundi (BINUB), has set its website as the welcome page for the Centre's Internet clients and visitors. The Centre's library has an average of over 1,000 visitors per month, the majority of whom come to benefit from its Internet service, which is available free of charge. The fact that some United Nations documents on the website are in Kirundi, a national language, also helped attract visitors to its website.

Social networking tools

12. The rapidly expanding social networking tools have become a necessity for enhancing the outreach of the United Nations, particularly to young audiences. A number of United Nations information centres created accounts with representative social networking sites. Some centres also organized blog competitions and undertook SMS (short message service) text messaging campaigns. Activities undertaken include the following:

(a) The United Nations Information Centre in Bucharest, together with the Embassy of the United Kingdom, organized an online blog competition where young people ranging from 17 to 35 years old were asked to calculate their carbon footprint on a website and to sign the "Seal the Deal" petition;

(b) The United Nations Information Centre in Rio de Janeiro, in partnership with TIM, the country's largest mobile phone provider, and MTV Brazil, launched the "ONU Verde" campaign on United Nations Day to promote a greener United Nations. TIM sent a message to over nine million of its youngest customers asking, "What are you doing to take care of the environment?" MTV Brazil spread the message of the campaign during its scheduled programming. The campaign will culminate on World Environment Day, 5 June 2010.

United Nations information centres with Facebook, Twitter and YouTube accounts, as of December 2009

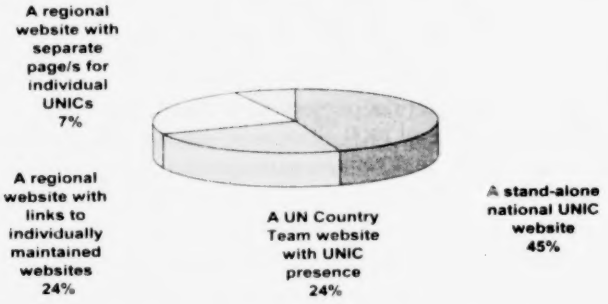
Facebook: Bogotá, Bucharest, Buenos Aires, Dar es Salaam, Jakarta, La Paz, Lima, Manila, Mexico City, New Delhi, Tokyo, Vienna, Warsaw and Washington, D.C.

Twitter: Bogotá, Dar es Salaam, Jakarta, Mexico City, New Delhi, Pretoria, Rio de Janeiro, Tehran, Tunis and Vienna

YouTube: Bogotá, Kathmandu, Lima, Mexico City, Rio de Janeiro and Washington, D.C.

13. In 2009, the Department conducted a review of United Nations information centre websites in order to identify potential areas for improvement. The review showed that the websites were appealing, professional and well-organized but that they fell short in some cases in terms of the timely updating of website content, quality assurance and prominent promotion of United Nations issues and information campaigns.

Figure I
Opinions expressed by United Nations information centres on the best use of web-related resources


A regional website with separate page/s for individual UNICs 7%
A regional website with links to individually maintained websites 24%
A UN Country Team website with UNIC presence 24%
A stand-alone national UNIC website 45%

These information centres ranked web-related training as the most important way the Department of Public Information could better support them in that area of their work.

Types of support needed by United Nations information centres

Ranking	Support[a] needed
1	Facilitate access to web-related online training
2	Provide guidelines on writing for the web
3	Provide guidelines on the use of new media
4	Provide guidelines on web design, including accessibility
5	Provide guidelines on website security issues
6	Provide informal peer networking on web-related issues

[a] Based on the results of a survey carried out by the Department of Public Information in which information centres were asked to rank the types of support needed from Headquarters and the Information Centres Service.

Training for United Nations information staff

14. In September 2009, the Department organized a three-day training session on crisis communications at the United Nations Information Centre in Mexico City, with the participation of 11 staff members from the information centres in Latin America. A discussion on closer collaboration in radio and video production was conducted via video link with Headquarters. Following the session, United Nations Radio's FTP (file transfer protocol), general guidelines and script guidelines for UNiFeed, and some other relevant documents, were distributed to all the information centres in the region.

15. The United Nations Information Service in Vienna organized a training session on new media on 19 November 2009. Staff members from the information centres in Bucharest, Moscow, Prague and Warsaw participated in the session.

Tools of support

16. A revised manual for the United Nations information centres, a working tool that provides the information centres with critical information, tips and guidance on their day-to-day operations, was updated and launched online in February 2010. Starting with an overview and historical background of United Nations information centres, the manual covers a range of areas, including communications priorities, tools for media relations and public outreach, media monitoring, reference libraries, partnerships and constituency-building, administrative procedures, reporting and evaluation and information technology. By maintaining the manual as an online reference tool, as compared with a hard copy publication, the Department is able to link it to other sources of information and guidance and to update it as often as necessary as new guidelines are developed and new policies are put into effect.

17. The Department is also developing the Centres Information Management System, a new web-based tool to assist colleagues in the United Nations information centres network and at Headquarters in the collection, analysis and reporting of programme and administrative data. With the overall goal of increasing efficiency and data integrity, this new tool aims to modernize the reporting and data collection practices currently in place at United Nations information centres and Headquarters.

It will replace multiple local databases with a centralized data repository hosted on the main server infrastructure of the United Nations in New York. The system will also replace forms transmitted via e-mail and stored locally on multiple workstations with a standardized and secure online interface available at any time to colleagues in the field and at Headquarters for them to input and access information. The Centres Information Management System is expected to be launched during the first quarter of 2010.

V. Ongoing challenges

Physical conditions and security challenges at United Nations information centres

18. Several United Nations information centres benefit from being located at Government-provided rent-free or rent-subsidized premises, offsetting part of the cost of operating these offices. A number of information centres are facing increasing expenditures related to maintenance and security, however, and some have relocated or are expected to do so, for the most part with United Nations country teams. After two relocations, each owing to security concerns, the information centres in Algiers and Islamabad are in new premises with the local United Nations country team, while the information centre in Jakarta is actively seeking new premises after it had to vacate the previous building, which was deemed unsafe owing to land subsidence and earthquake damage. In addition, the information centres in Lima and Mexico City are in the process of moving into shared premises with members of the United Nations country team.

19. Moving to new premises is costly, time-consuming and disruptive to operations, but is often the only viable option. To reduce costs, the Department is taking steps such as reducing the overall physical space of some information centres, thus bringing down the cost of maintenance, utilities and other apportioned expenses. This, for example, is the case in the United Nations Regional Information Centre in Brussels, which will share part of its premises with another United Nations entity that is part of the country team. In fact, since 1991 almost half of all United Nations information centres have been sharing premises with members of the local United Nations country team.

20. Maintaining security of United Nations information centre premises remains a major challenge. While the budget allocation for security in the past two bienniums fell short of actual and growing needs, an increase in the first year of the 2010-2011 biennium should enable the Department to make all but a handful of information centres security compliant, barring further deterioration in the security environment.

Meeting equipment needs

21. Modern and updated equipment is critical to effective communications work. One of the challenges faced by the network of United Nations information centres is updating their office automation and data processing equipment. Inventory data collected in 2008 for 25 information centres located in five regions indicate that the average age of desktop computers currently in use is eight years. These aging computers are often assigned to light-duty tasks in public areas, such as libraries and Internet access stations. They are neither user-friendly nor energy-efficient, and can be costly to maintain.

22. To disseminate United Nations messages to a broader audience and to take advantage of modern communications tools such as new media and social networking, the United Nations information centres have an ongoing need to upgrade server resources. At present, they rely on one virtual web server located in New York and a five-year-old physical server located in Brussels to service more than 30 websites and several online communications campaign initiatives.

Conclusions

The Department of Public Information is committed to promoting the work of the United Nations by providing timely, accurate, impartial, comprehensive and coherent information to the widest possible global audience. The Department of Public Information has carried out its mandate by adopting a strategic approach and by forging a close partnership with United Nations system organizations through the United Nations Communications Group. By identifying key priority areas at the beginning of each year, and by undertaking regular evaluations of its campaigns and services, the Department has been able to pursue well-defined and targeted delivery of information products and activities. The Department has also greatly expanded the use of new communications tools, including social media. As a result, its ability to connect with newer audiences, including students and youth, has been greatly enhanced.

In informing the world about the work of the United Nations and mobilizing global public opinion in support of a revitalized world body, the Department of Public Information relies increasingly on its network of United Nations information centres. A good communications strategy by itself is of limited value unless it reaches the audience it is meant for. Aware of this challenge, the Department has taken measures to further strengthen United Nations information centres and to fully integrate them into the overall communications strategy of the Department. Through the realignment of resources, the upgrading of the use of information and communications technologies, building partnerships at the local and regional levels and regular interaction with Headquarters, United Nations information centres have been equipped for success.

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Activities of the Department of Public Information: news services

Report of the Secretary-General

Summary

The News and Media Division, which is responsible for implementing the subprogramme relating to news services, provides accurate, balanced and, where feasible, customized news and information materials and services, namely, radio, television, photographic, print and Internet, to media and other users globally, utilizing traditional media as well as new information and communications technologies to reach a global audience.

The present report, prepared in response to General Assembly resolution 64/96 B, summarizes the key advances made by the Department from July 2009 to February 2010 in promoting the work of the United Nations through its news services.

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I. Introduction

1. In its resolution 64/96 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-first session and requested the Secretary-General to continue reporting to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities for the consideration of the Committee on Information at its thirty-second session. The Bureau of the Committee on Information, which met on 1 December 2009, advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report discusses the media services provided by the Department of Public Information in such areas as United Nations Radio and Television, meetings coverage and press releases, the United Nations website, including the news portal, and services to the media. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2009 to February 2010.

II. News services

4. Responding to the rapidly changing communications environment, the Department of Public Information worked to further capitalize on the synergies between the traditional and new media to find the most effective means of delivering its news-related products and services to an expanding global audience. To reach its overarching goal of providing timely, accurate and objective news and information about the United Nations to the media and the public at large, the Department made a concerted effort to solidify its partnerships with broadcasters and other media outlets, while at the same time using the Internet and social networks to bring its message directly to target audiences. In all of its activities, the Department continued to explore all available options to encourage the provision of the news and information in all the official languages of the United Nations.

5. Given the deadline-driven and technology-dependent nature of many of its products and services, the Department undertook measures to cope with the challenges presented by the widespread movement of its staff and offices as a result of the capital master plan, now in full swing. The Department worked closely with the relevant offices to ensure a smooth transition and uninterrupted delivery of live and on-demand coverage and other news-related materials and services to all of its audiences and clients. Within the context of the capital master plan, the Department continued to explore permanent arrangements for housing and protecting the complete collection of audio and visual archives under its stewardship, while also moving ahead with digitizing and classifying fragile materials documenting decades of United Nations history.

A. United Nations Radio

6. United Nations Radio continues to enhance its news and feature programming while using a combination of traditional and multimedia delivery platforms to expand its audiences around the world. A major effort remained focused on developing its network of broadcasting partners, particularly in Africa and Latin America.

7. As part of its ongoing efforts to increase the use of its programming by broadcasters, especially in the developing countries, United Nations Radio added a more flexible style of production, presentation and distribution by feeding interviews and raw audio to radio partners through their websites. This allows broadcasters to package United Nations Radio material in a manner that better fits their formats and programme schedules.

8. Since July 2009, nearly 60 broadcasters have been added to the list of media outlets receiving United Nations Radio material. Among the new additions are Juba Radio (Somalia) and Radio N'thiyana (Mozambique); Voice of Viet Nam; WYNE (United States of America); and Radio Quito (Ecuador) and Princesa FM (Brazil). Compared to 2008, there was a 47 per cent increase in the number of United Nations Radio's partners, who now total 368 in 126 countries.

9. Alongside its continuing work with traditional broadcasting outlets, United Nations Radio harnessed social media tools. It launched Twitter accounts for all language units and installed social bookmarking (Digg, Yahoo, Ping and Delicious) on United Nations Radio's online news articles. It also developed Facebook fan pages for the English, French, Russian and Spanish units. Exploring new multimedia formats, it began producing audio slideshows which drew the attention of United Nations Radio site visitors, with a French audio slideshow on the issue of violence against women attracting particularly keen interest.

10. United Nations Radio focused its news coverage on the priority issues of the Secretary-General and the Organization at large:[1]

(a) *Climate change*: This was widely covered by all language units, with the number of reports and features on the issue ranging from 50 to 180;

(b) *Observances and anniversaries*: A broad range of materials, including interviews, in-depth reports, features and audio slideshows, was devoted to the International Day for the Elimination of Violence Against Women, the International Day of Peace, the International Day of Solidarity with the Palestinian People and the sixtieth anniversary of the United Nations Relief and Works Agency for Palestine Refugees in the Near East;

(c) *Africa*: Weekly magazines were produced in English and French, in addition to daily reports in English, French, Portuguese and Kiswahili targeting the continent;

(d) *Youth*: United Nations Radio produced special programmes to mark International Youth Day, highlighting the participation of young people in the "We Must Disarm" campaign and in the struggle to stop human trafficking.

[1] For activities on priority areas carried out by the strategic communications services and outreach services, please see A/AC.198/2010/2 and 2010/4 respectively.

B. United Nations Television

11. With recent trends pointing to a steady growth of television viewing in all forms — from traditional broadcasting and cable and satellite models to the newest platforms of online and mobile video — the Department continued to enhance its television and video services and products. Its programming focused on priority themes on the United Nations agenda. With the United Nations efforts on climate change attracting keen media interest, one of the highlights of the period was United Nations Television's coverage of the Secretary-General's visit to the Arctic Rim. To expand the reach of video messages of the Secretary-General on major United Nations issues, United Nations Television incorporated relevant footage from the field. A special event to mark United Nations Television's sixtieth anniversary, featuring award-winning programmes and highlights of recent coverage, drew a large audience, including United Nations staff and resident correspondents.

12. *Live coverage*. Provision of daily broadcast-quality coverage of events and activities at United Nations Headquarters — from meetings of the General Assembly, the Security Council and other United Nations bodies to international conferences and press briefings — remains one of United Nations Television's vital services, bringing images of the United Nations at work to television screens around the globe. Ready-to-air coverage, which is closely monitored by resident correspondents and wire services, delivers feeds that are used by international broadcasters and television news agencies, including Reuters, Associated Press Television News (APTN) and the European Broadcast Union. As part of its daily service, United Nations Television offers a highlights package containing footage of newsworthy developments.

13. *Feature programming*. The Department continued to use its flagship television programmes to highlight a wide range of priority themes and issues on the United Nations agenda, including climate change, the Millennium Development Goals, human rights, gender-based violence and food security.

14. *21st Century*, the monthly news-magazine programme, aired by over 50 broadcasters worldwide, garnered several awards in 2009, including best current affairs television documentary from the Association for International Broadcasting and best foreign short documentary at the Moondance Film Festival. A number of *21st Century* pieces also appeared on the websites of CNN and other major news providers.

15. For *UN in Action*, another award-winning programme, 35 pieces were produced between July 2009 and February 2010. Consisting of a series of short features, the programme is available in English, French, Russian and Spanish.

16. United Nations Television is also producing a weekly short feature story for CNN International's weekend news show, World View (formerly CNN World Report), which reaches 258 million households worldwide.

17. The regular *Year in Review* programme highlighting major United Nations events and issues in 2009 was produced and distributed to broadcasters around the world to meet their demand for end-of-year wrap-ups. The programme was made available in Arabic (subtitles), English, French, Russian and Spanish.

18. *United Nations Television Channel*. Since July 2009, United Nations Television has taken several important steps in its efforts to reach wider audiences

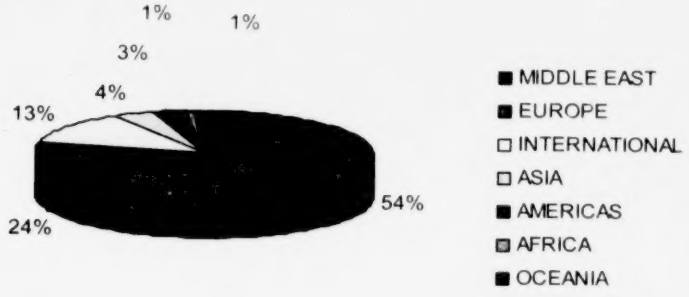
by exploring innovative arrangements with local cable operators and online television news services. Using the opportunity presented by the transition to digital television in the United States, United Nations Television worked closely with Time Warner Cable to ensure broader geographical reach for the United Nations Television channel, which can now be seen on channel 150 in almost 1.5 million households of the New York metropolitan area. In a parallel effort, the Department of Public Information reached an agreement to carry the United Nations Television channel with LiveStation.com, an online television news service aggregator that offers television news channels from global sources to its 1.5 million Web and mobile users.

19. *UNifeed*. Established in 2005 as an inter-agency platform to provide breaking news and feature stories from a single distribution point serving hundreds of major broadcasters in all regions of the world, UNifeed is transmitted from United Nations Headquarters in New York via satellite six days a week through APTN. Select stories are also distributed to Thompson-Reuters and Eurovision, with APTN alone reaching more than 1,000 broadcast points globally. From July to December 2009, United Nations Television was a top contributor to UNifeed, producing 37 per cent of its material. Over 40 United Nations agencies, funds, peacekeeping missions and other entities provide content to the service.

20. With the world media's attention riveted on the devastating earthquake in Haiti and the international community's response to it, the UNifeed video news service was an essential resource for many broadcasters. Within just one week of the deadly quake, UNifeed collaborated with the United Nations Stabilization Mission in Haiti (MINUSTAH) to produce 67 stories that were picked up a record 12,660 times by 309 broadcasters.

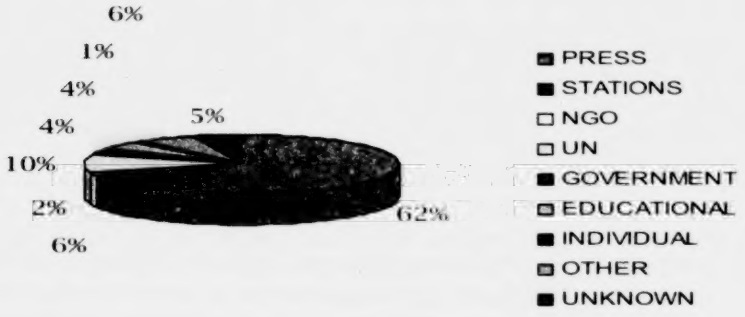
21. In terms of regional use, the Teletrax monitoring system shows that 54 per cent of the pickup of UNifeed stories from the satellite transmission was from the Middle East, a 20 per cent increase compared to the previous year. European broadcasters made up 24 per cent of the users while international broadcasters such as Al-Jazeera International, BBC Arabic and World, Voice of America, TV5, Deutsche Welle and CNN International stood at 13 per cent (see figure I).

Figure I
Pick-ups of UNifeed by region, July-December 2009



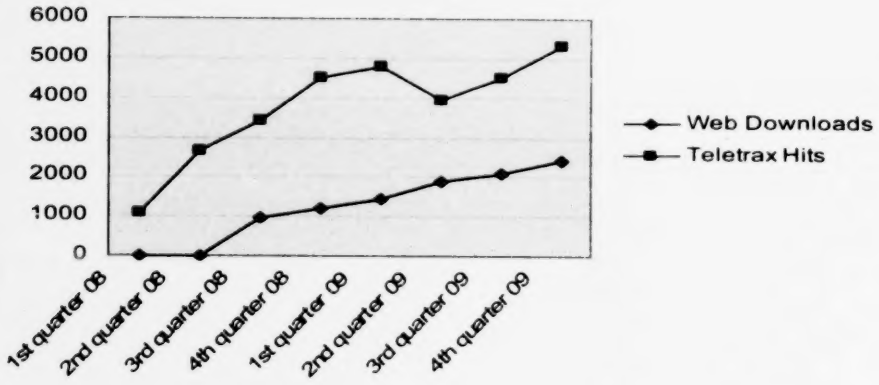
22. In 2009, UNifeed entered the second year of its online operation, which enables media outlets and other users to easily download broadcast-quality video in both NTSC and PAL versions. In an important service to the developing countries, the UNifeed website provides content for smaller broadcast outlets in Africa, Asia and Latin America that cannot access the APTN satellite. As figure II below shows, the UNifeed website is also expanding its outreach to non-governmental organizations, governmental agencies, educational institutions and individuals who rely on UNifeed for United Nations news content.

Figure II
Web downloads of UNifeed by category, July-December 2009



23. Since July 2009, all aspects of the UNifeed operation have shown substantial growth, including story production and distribution, both satellite and online (see figure III below). During the reporting period, UNifeed produced more than 600 stories. In the last quarter of 2009 alone, there were over 5,300 satellite pick-ups and more than 2,400 online downloads. In January 2010, downloads spiked in response to UNifeed's extensive coverage of the Haiti earthquake, totalling 661 during just one week in the quake's aftermath. According to Teletrax and Web data, there has been a 58 per cent increase in the use of UNifeed stories in the last year alone.

Figure III
Web downloads and Teletrax hits of UNifeed 2008-2009

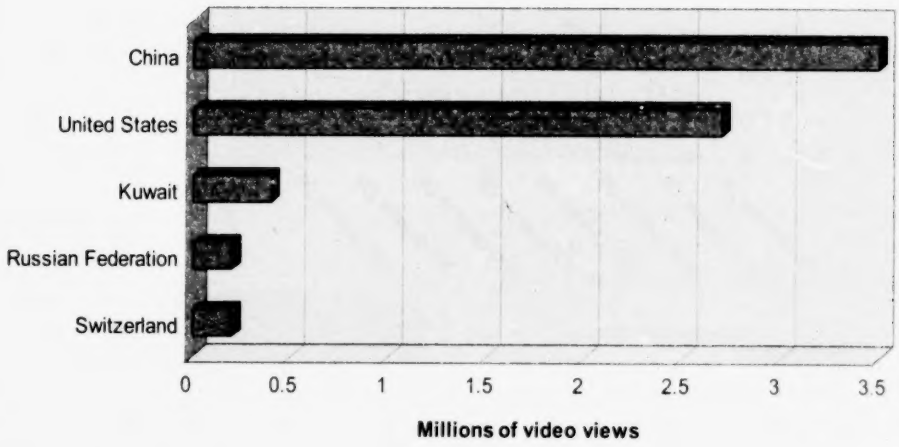


Webcasting

24. In response to the growing demand for live streaming and on-demand video services, the Department made full use of the synergies between United Nations Television's live coverage and new media. By helping viewers around the world to follow the meetings of the main United Nations bodies in real time, the United Nations Webcast contributes to the Department's key function of promoting a better understanding of the work of the Organization. From July 2009 through February 2010, the United Nations Webcast website registered over 11 million video views (live and on-demand) from users in over 200 countries and territories.

25. The advances in streaming media technology have enabled a growing number of users from developing countries with low Internet bandwidth connectivity to view live and on-demand webcast videos of United Nations meetings and events. As illustrated in figure IV below, the five countries with the highest numbers of video views (on-demand access) include both developing and developed nations.

Figure IV
On-demand video views from United Nations Webcast, July 2009-February 2010



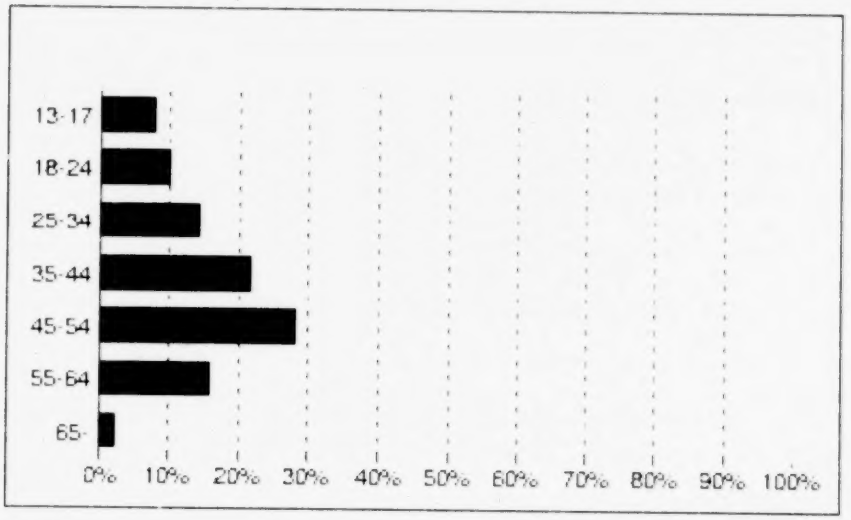
26. In addition to the live and on-demand webcast coverage of official meetings, press conferences and other events at Headquarters, the Department provided live streaming of a number of major events away from New York. Those included the Durban Review Conference; the High-level ECOSOC meeting held in Geneva; the Internet Governance Forum in Sharm El-Sheikh, Egypt; and the High-level United Nations Conference on South-South Cooperation in Nairobi. Furthermore, the Department continued to provide live and on-demand webcast coverage (speaker by speaker) of the Human Rights Council in Geneva.

C. Promoting multimedia products

27. Creative repurposing of the content of its traditional media outlets for the Internet and reaching out to new audiences through a proactive use of new media remained a major thrust of the Department's activities during the period under review.

28. *United Nations Channel on YouTube*. The Department of Public Information continued to expand the range of material posted on the United Nations Channel on YouTube. In January 2010, over 1,000 videos were available for viewing on the Channel, with new content updated on a daily basis. The number of uploaded views exceeded 1.3 million and the ranks of its subscribers grew to over 5,000. To engage various groups, particularly youth, the Department created special video projects, including the "Citizen Ambassador to the United Nations" video contest which drew thousands of viewers. As figure V below shows, the Channel attracts interest from all age groups.

Figure V
Age distribution of viewers of the United Nations Channel on YouTube



29. In its efforts to further expand the distribution of its audio-visual materials, including high-resolution digital images, the Department took full advantage of its externally hosted online multimedia platform, which helped to overcome bandwidth limitations associated with multimedia products. In September 2009, users from 178 countries retrieved multimedia content from the site, including the Secretary-General's message on the International Day of Peace, which registered over 19,000 downloads in just one month.

30. The Department launched a redesigned photo page with improved navigation, user-friendly browsing and search functions and feature photo galleries. The page is powered by the Networked Interactive Content Access (NICA) system, which supports the entire digital life cycle of United Nations photos and helps the Department to offer its images to a wide range of internal and external users. At the same time, the Department continued to explore new distribution opportunities through social networking channels such as Flickr, Facebook, Twitter and others.

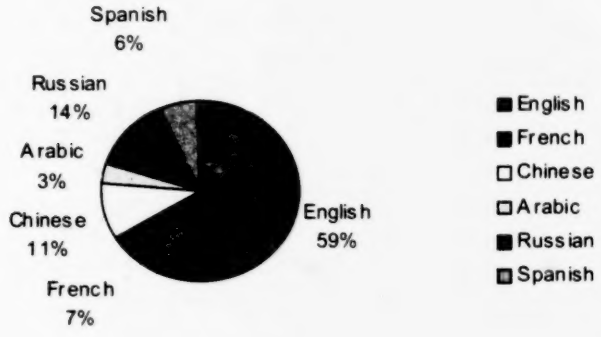
31. *Audio, video and photo libraries*. A significant part of the Department's activities was geared towards the preservation and maintenance of a unique and invaluable collection of audio-visual archives consisting of approximately 55,000 hours of film and video recordings, 80,000 hours of audio recordings and 800,000 photographs in both analog and digital formats documenting more than six decades of historic work by the Organization. These tasks took on special importance with the start of the capital master plan. To address the archival challenges in the context of the capital master plan, the Department completed a detailed technical inventory of the audio records, appraised their condition and selected the valuable subset for digitization. The complete collection of United Nations photo records (200,000 historic photographs in slides and negative formats) was digitized and ingested into NICA. Among other measures, a vast collection of historic photo outtakes in analog formats (slides, negatives, contact sheets and some prints) was transferred to the Archives and Records Management Service for safekeeping and preservation. The

digitization of United Nations Radio classics has enabled the continued online publishing of selected historic audio records from the 1940s to the present, including over 150 speeches, dramas and other radio programmes in the six official languages.

D. United Nations News Centre

32. The United Nations News Centre, one of the most popular segments of the United Nations website, continued to show a consistent pattern of growth in the number of visitors to all language versions of the portal, with spikes during peak news periods. In December 2009, the number of page views registered on all language versions of the site exceeded 12 million, representing a 31 per cent increase over the same month in the previous year. Figure VI below illustrates site usage by language.

Figure VI
United Nations News Centre: distribution of views by language, December 2009



33. In addition to garnering new visitors, the multilingual news portal remained a vital source of the latest news about the United Nations for a wide range of websites, from media outlets and news aggregators to websites of governmental organizations, non-governmental organizations and educational institutions. Stories from the United Nations News Centre in Russian, for example, were consistently picked up by news agencies, radio stations, magazines and newspapers in Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova, the Russian Federation, Ukraine, Uzbekistan and other countries of the targeted region. Users from more than 90 nations regularly accessed the portal in Arabic, Chinese, French and Spanish.

34. As work continued to resolve technical issues related to the redesign of all language versions of the News Centre, the recently revamped pages in English and French made wider use of new interactive, multimedia and database-driven features,

including on the special thematic News Focus pages. The recently introduced feature, Newsmaker, provided a valuable platform for senior United Nations officials to discuss their work in the context of major news developments. The series featured interviews with the Special Representative of the Secretary-General for Afghanistan, speaking on the eve of that country's presidential elections; the Chairman of the Intergovernmental Panel on Climate Change (IPCC), ahead of the 2009 United Nations Climate Change Conference in Copenhagen; and the Assistant Secretary-General for Disaster Risk Reduction. Following the Haiti earthquake in January 2010, the focus page on Haiti was quickly turned into a repository of key resources and links related to the United Nations system's response to the emergency.

E. Press releases

35. Providing fast, accurate and comprehensive coverage of all open intergovernmental meetings and press conferences at Headquarters and at other locations remains a crucial part of the Department's news-related services. Between July 2009 and January 2010, the Department's meetings-coverage operation produced a total of 2,764 press releases, with 14,492 pages in English and French, including end-of-year round-ups of Security Council and General Assembly actions. That output, made available in hard copy at Headquarters and distributed to worldwide audiences via the Internet and United Nations information centres, included:

(a) 432 press releases on meetings coverage summaries for the sixty-fourth regular session of the General Assembly, from mid-September to December 2009;

(b) 313 press releases on the Security Council, including a summit-level meeting on nuclear non-proliferation, and lengthy substantive debates on Afghanistan, the Middle East, Côte d'Ivoire, Somalia, the Democratic Republic of the Congo, Iraq, the Sudan, the international criminal tribunals and women and peace and security;

(c) More than 1,100 press releases containing statements by and messages from the Secretary-General and the Deputy Secretary-General, as well as material from other United Nations offices and departments. The total represented an almost twofold increase in volume over the previous period;

(d) 682 summaries of press briefings of the Spokesperson for the Secretary-General and other press conferences held at Headquarters.

36. Given the importance of the Internet as a key distribution platform, the Department revamped the web page hosting its press releases and meetings coverage content to improve its layout, navigation and user-friendliness and to ensure visual coherence with other parts of the United Nations website. The redesign, which took into account recent feedback from Member States delegations and representatives of media and non-governmental organizations — key users of press release and meeting summaries — is part of an ongoing effort to enhance the site's database functionality and improve its search and browsing features.

III. Other services

A. Support to the media

37. From 1 July 2009 to 5 January 2010, the Department processed 925 permanent and 2,250 temporary press accreditations and distributed 132 media alerts to about 4,000 media organizations, press attachés of permanent missions and others in the United Nations system. The Department conducted 11 media tours for groups of students and professional journalists and provided information and logistics assistance for 297 media stake-outs. The Department also monitored 188 press conferences and briefings, which were attended by 5,108 journalists.

38. Among new initiatives aimed at facilitating media coverage of United Nations-related developments and issues, the Department disseminated to over 4,000 journalists a continuously updated list of United Nations officials who could be approached for interviews and appearances on television and radio shows in connection with the rescue and relief operation in Haiti. As an additional service to those journalists, the Department expanded the use of new media tools for the distribution of updated daily schedules of media events at Headquarters. In January 2010, its media alert was made available as a rich site summary feed, while a pilot project was launched to test the use of Twitter for schedule updates.

B. Placement of op-ed articles

39. The Department of Public Information continued to assist in the placement of opinion pieces by the Secretary-General and other senior United Nations officials in newspapers and other media outlets around the world. These articles discuss some of the most urgent challenges facing the United Nations and the broader international community, including nuclear disarmament, poverty and sustainable development. For example, in September 2009, the Department combined the efforts of its staff in New York and at United Nations information centres around the world to ensure global placement of the article entitled "The ice is melting" that detailed the Secretary-General's visit to the Arctic to see first-hand the effects of climate change. In January 2010, the Department's efforts resulted in the publication of an article "Haiti is not alone" in nearly 80 newspapers and other outlets in over 50 countries.

C. "Ten stories the world should hear more about"

40. The Department launched its sixth annual list of "Ten stories the world should hear more about" (available at www.un.org/en/events/tenstories/08/) with the aim of drawing greater media attention to underreported issues and developments that deserve increased exposure. The stories in the latest list focused on conflict and post-conflict situations (Central African Republic; Guatemala; Kosovo) and such issues as the protection of human rights, food security, crime prevention (cocaine trafficking in West Africa) and environmental concerns (space debris).

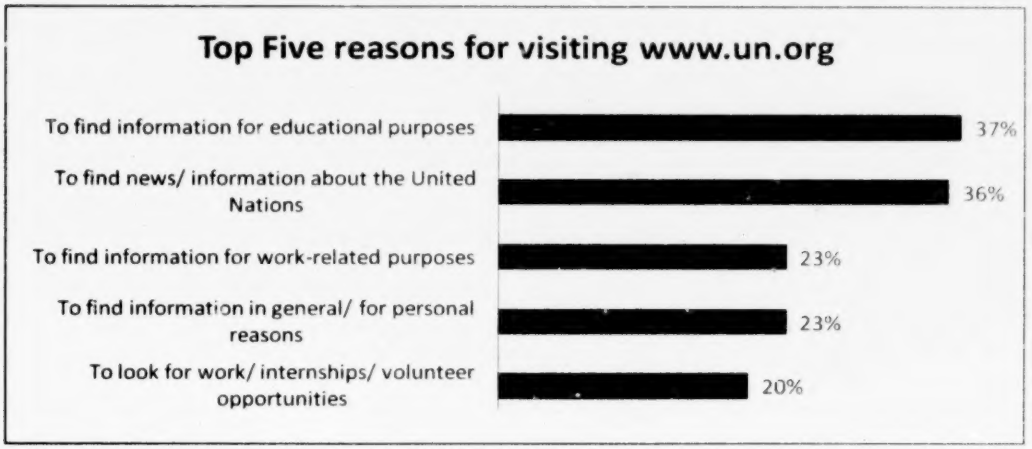
IV. The United Nations website

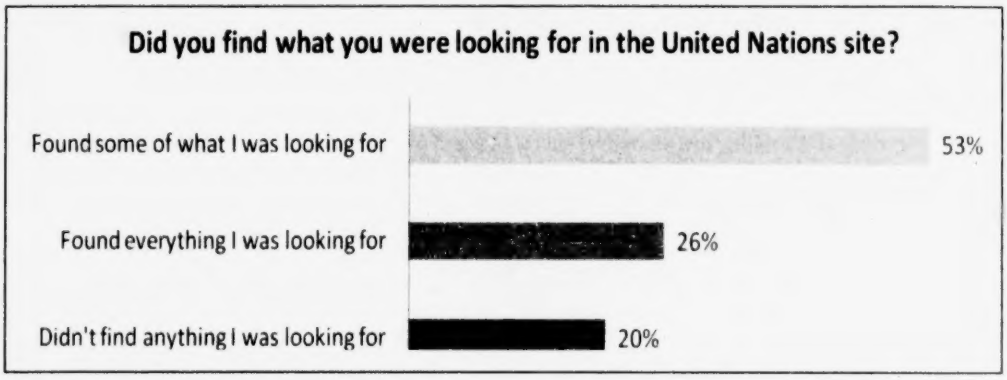
A. New look, improved coherence

41. Following the launch of the revamped home page of the website (www.un.org) in May 2009, the Department continued to upgrade the site while taking steps to evaluate its usage in the wake of a redesign that aimed to improve the site's organization, visual attractiveness, usability and cohesiveness. The home page redesign project, which was carried out in close coordination with all major content-providing offices of the Secretariat, introduced a common branding element for top layer pages across all languages. With these changes completed, the website has moved towards having a more coherent structure, a prerequisite for a content management system whose introduction has been anticipated for some time (see para. 51 below).

42. To establish benchmarks for further analysis, the Department conducted an online survey among site visitors who were asked questions that ranged from user demographics to issues of website functionality and ease of use. Part of the Department's annual programme impact review, the survey was posted on the website's home pages in six official languages. According to survey results, young people represent a significant proportion of the site's visitors: 31 per cent of respondents were under 21 years of age; 32 per cent were in the age group 22 to 34; 14 per cent fell into the 35 to 44 age group; and 13 per cent were in the age group 45 to 54. Among other findings, 53 per cent of the respondents found some of what they were looking for, and 26 per cent found everything they were looking for, 46 per cent read news stories and 20 per cent used the search function.

Figure VII
Selected results of online survey of United Nations website visitors


Top Five reasons for visiting www.un.org
To find information for educational purposes
37%
To find news/ information about the United Nations
36%
To find information for work-related purposes
23%
To find information in general/ for personal reasons
23%
To look for work/ internships/ volunteer opportunities
20%


Did you find what you were looking for in the United Nations site?
Found some of what I was looking for
53%
Found everything I was looking for
26%
Didn't find anything I was looking for
20%

B. Improving website analytics

43. As part of its overall focus on the improvement of evaluation mechanisms and feedback tracking, the Department has introduced a new system for website traffic analysis, Google Analytics. The required tracking code for Google Analytics has been installed in all new pages created as part of the revamping of the top layers of the United Nations website. This process is ongoing since the code must still be installed on the remainder of the website, which contains many thousands of pages. Because code installation is not yet complete, and the method of web traffic analysis has been changed, a year by year comparison of the entire website cannot be provided this year. The Department is in the process of evaluating an array of metrics indicators offered by the new system for possible use in traffic reporting and analysis; website data collected this year will serve as a benchmark in the future.

44. From June to December 2009, over 6 million visitors from over 200 countries and territories browsed through almost 30 million pages with embedded tracking code. Regionally, almost 28 per cent of the total traffic came from North America, 25.5 per cent from Europe, followed by South America and Central America with 18.2 per cent. Asia accounted for 17.3 per cent, Africa 6.17 per cent, and Australia approximately 2 per cent. Although Africa accounts for 6.17 per cent of total visitors to the United Nations website, Google Analytics data shows that of the 44 countries where the United Nations website ranks highest, 8 of the top 12 nations are in Africa.

C. Multilingualism and parity among languages

45. When providing Web services to author offices, the Department routinely emphasizes the need for site content to be made available in all six official languages, a requirement mandated by the General Assembly. Last year, the Department reported some progress in parity among official languages. With the growing use of the Internet for the dissemination of information and the push towards more environment-friendly electronic distribution, more and more content-providing offices are using this cost-effective medium for their communication and information dissemination purposes. Owing to this emphasis, the volume of material being created for the website by United Nations offices has been steadily increasing, with new content being posted in English only. Translation of that material, however, has not kept pace with the rapid speed of content generation by

departments and offices. If this trend continues, there is the likelihood that the gap in content availability between the English version of the website and the other language versions could increase.

46. In the past, calculations have been made to estimate the true cost of translating the entire contents of the current English website into the other five official languages, which was and continues to be considered impractical (see A/AC.198/1999/6, annex III). With gradual improvements in the accuracy of automatic translations and the possibility of combining machine translation with human revision, it is possible that in the near future, costs can be dramatically reduced and translations can be made available with greater speed. The Department of Public Information will work with the Department of General Assembly and Conference Management to make use of these opportunities when they are deemed to be suitable and practicable.

47. At the same time, the Department continues to benefit from the cooperative arrangements it has established with universities in Belarus, China and Spain that are allowing it to increase the number of Web pages available in other official languages.

48. To get a fuller picture of the recent trends in the use of the language versions of the site, the Department is combining analysis of traditional indicators, such as page views, with Google Analytics metrics, such as unique page views, which represent an aggregate of page views generated by the same user during the same session. The following table shows the breakdown by language for both metrics. It is important to point out that these numbers reflect only that portion of the website in which the new analytics tracking code has already been installed.

Unique pages viewed by language

		Per cent
Arabic	855	4.6
Chinese	1 071	5.8
English	5 081	27.3
French	2 713	14.6
Russian	1 236	6.6
Spanish	7 643	41.1
Total	**18 599**	**100.0**

Total pages viewed by language

		Per cent
Arabic	569 098	2.7
Chinese	1 045 252	4.9
English	11 862 461	55.4
French	2 040 066	9.5
Russian	810 278	3.8
Spanish	5 069 896	23.7
Total	**21 397 051**	**100.0**

49. An analysis of unique pages demonstrates a more even distribution of usage by languages as opposed to page views, where English accounts for more than half of the total. In another type of comparison, 5,081 different English pages were viewed 11,862,461 times, which works out to an average of each page being viewed about 2,334 times. On the French site, each of the different 2,713 pages was viewed about 752 times.

50. Building on the success of the coverage of the sixty-third session of the General Assembly, the Department expanded the use of related content, including multimedia products, during the general debate at the sixty-fourth session. The United Nations website consolidated a number of the Department's outputs, including photos, text and video, and created a separate page for each of the participants in the debate, featuring a photo of the speaker taken by Department photographers, a video file produced by the United Nations Television and webcasting operations, a summary of the speech issued as a press release, and the full text of the statement posted online by a specially set up scanning operation. Several user-friendly features were added, including a ticker updated in real time to show the current speaker and an alphabetical listing of countries taking the floor, in addition to the meeting-by-meeting list. During the general debate at the sixty-fourth session, the General Assembly web page received almost a million page views.

D. Progress towards a content management system

51. The systematic and coordinated enhancement of the United Nations website requires a robust and secure content management system. The benefits that would accrue are highlighted in detail in section VI of the 2007 report of the Secretary-General (A/AC.198/2007/3) and in section VII of the 2008 report (A/AC.198/2008/3). The General Assembly, in its resolution 63/262, had approved funding for enterprise content management, including the United Nations Internet site project. Accordingly, during the past biennium, the foundation was being laid for the United Nations website to move to the new system over the course of the next few years. Now that the General Assembly has decided to defer consideration of funding for the enterprise content management system to the 2012-2013 proposed programme budget, the Department is working with the Office of Information and Communications Technology in adapting its workplan to these circumstances and in making the best use of the current systems in place.

E. Towards improved web governance

52. The Department has worked closely with the Chief Information Technology Officer and the Office of Information and Communications Technology to link the implementation of a content management system with the adoption of a more robust governance system that will gradually put in place the policies and standards required for a new environment for web-page generation. The aim is to establish and promote a governance model that is rational, effective and enforceable as well as flexible enough to evolve in response to advances in technology.

53. As envisaged, the new web governance mechanism is designed to ensure that the United Nations has a coherent and consistent presence on the Internet despite the

fact that there are multiple content-providing offices with their own posting rights that have the primary responsibility for maintaining their own segments of the site. The overarching objective is to improve the site's organization and architecture, achieve a coherent United Nations "look and feel" without over-standardization; avoid duplication; and ensure cost-effectiveness in the use of platforms, technologies and applications needed for continuing website enhancement.

54. As noted in earlier reports (A/AC.198/2007/3, sect. VI and A/AC.198/2008/3, sect. VII), the Department had initiated steps to promote web governance, in part through the creation of a two-tier governance mechanism that includes the high-level Internet Steering Committee and an advisory Internet Governance Group, which replaces the Working Group on Internet Matters of the Publications Board. As requested by the Office of Internal Oversight Services, work was proceeding on amending the relevant Secretary-General's bulletins and administrative instructions to reflect those changes.

55. During the period under review, the Department once again took the initiative to assist in rationalizing the governance structure, particularly in light of the approval by the General Assembly of the information and communications strategy for the Secretariat (A/62/793 and Corr.1 and Add.1), the establishment of the Office of Information and Communications Technology and the creation of the high-level Information and Communications Technology Executive Committee. In view of the overlapping membership and mandates of the Internet Steering Committee and the subsequently created Information and Communications Technology Executive Committee, the Department has proposed a reassessment of the respective roles of the two bodies with a view to combining their functions to achieve greater efficiency, a process that is currently under way.

F. Accessibility of websites by disabled persons

56. With a view to making information about the United Nations and its activities available to the widest possible audience, and in keeping with the resolutions of the General Assembly, the Department of Public Information has continued to ensure that the United Nations website is accessible to persons with disabilities, including visual and hearing disabilities. New Web projects are designed to meet accessibility requirements, complying with the World Wide Web Consortium standards, which at present are the only standards with worldwide recognition and acceptance. The additional efforts necessary to create the new pages and to validate them against the standards have required additional production time, which has increased by at least 20 per cent.

57. While ensuring that newly created Web pages meet accessibility requirements, the Department also worked to address accessibility issues on older pages. Since the diagnosis and correction of accessibility barriers in existing pages is more time-consuming than the creation of accessibility compliant pages, the Department has been working to raise awareness of this issue and encourage the integration of accessibility requirements at the initiation of Web development projects.

58. In compliance with General Assembly resolution 61/106, requesting the Secretary-General to progressively implement standards and guidelines for the accessibility of facilities and services of the United Nations system, the Department has developed technical standards to assist departments and offices across the

Secretariat in producing accessible Web content. These standards are available online at a specially created page (www.un.org/webaccessibility) that also features downloadable templates and validation procedures. On the basis of these standards, the Department has provided advice and expertise to departments, offices and other entities across the United Nations system, including the Department of Economic and Social Affairs, the Department of Political Affairs and the United Nations Children's Fund. These standards will be promulgated through the relevant Internet governance mechanisms, including the Internet Governance Group.

V. Conclusions

59. **The Department of Public Information has broadened its range of information products and introduced innovations in its distribution methods to harness the power of new media in reaching the broadest possible audiences in developing and developed countries alike. Creatively repackaging and repurposing its materials to be accessible through traditional means of communications — print, radio and television — and new media, including social networks and other evolving platforms, the Department has been able to maximize its outreach, especially among the youth and urban groups, and to continue disseminating information to those who have no or very limited access to the Internet.**

60. **By building on its existing strengths, embracing technological innovations and finding ways to further engage with external partners and other United Nations system entities, the Department of Public Information has been able to increase its productivity, improve the speed of delivery of its products and services and bring innovation and variety to its work. The Department has put special emphasis on improving the monitoring and evaluation mechanisms to gauge the use of its products — online or broadcast — and ensure that they respond to the needs of their target audiences and clients.**

61. **While the Department made every effort to enhance the multilingualism of the United Nations website, it continued to face challenges stemming from the fact that much of the Web content generated by author departments and offices was posted on the website in English only. If this trend continues, it is likely that the gap in content availability between English and the other official languages will increase. While an enterprise-wide content management system would improve the security and consistency of the United Nations website, it is currently on hold owing to the General Assembly's decision to defer consideration of funding to the 2012-2013 proposed programme budget. The Department is working with the Office of Information and Communications Technology to adapt its workplan so as to ensure that the most robust and secure arrangements are in place within the existing system.**

United Nations A/AC.198/2010/4

General Assembly

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Committee on Information
Thirty-second session
26 April-7 May 2010

Activities of the Department of Public Information: outreach services

Report of the Secretary-General

Summary

During the period under review, the outreach services subprogramme of the Department of Public Information continued to expand and solidify its existing products, programmes and services targeting Member States, civil society, young people and the public at large. The Outreach Division, which is responsible for implementing the subprogramme, has further introduced a range of new initiatives that have broadened its audience base both geographically and demographically.

The present report, prepared in response to General Assembly resolution 64/96 B, provides an overview of the strategic direction of the subprogramme and highlights activities undertaken in reaching out to key constituencies. The report also focuses on the latest initiatives in the field of new media and support for multilingualism and provides an update on the impact of the capital master plan on the Department's outreach efforts.

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I. Introduction

1. In its resolution 64/96 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-first session (A/AC.198/2009/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information, which met on 1 December 2009, advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services. The present report, submitted for the consideration of the Committee at its thirty-second session, addresses the activities of the outreach subprogramme and includes such areas as new outreach initiatives, educational activities, visitors' services and library services.

3. Unless otherwise indicated, the report covers the activities of the Department for the period July 2009 to February 2010.

II. Encouraging support for the ideals and activities of the United Nations

4. In its resolution 63/100 B, the General Assembly stressed that the primary mission of the Department of Public Information is to provide, through its outreach activities, accurate, impartial, comprehensive, timely and relevant information to the public on the tasks and responsibilities of the United Nations in order to strengthen international support for the activities of the Organization with the greatest transparency.

5. The mission of the Outreach Division of the Department is to engage and educate people and their communities worldwide to encourage support for the ideals and activities of the United Nations. In the course of the past year, the Department has enhanced and diversified the range of its programmes, products and services for Member States, civil society, young people and the general public.

6. During the period under review, the Outreach Division solidified and consolidated its mandate and launched a number of new initiatives targeting a global constituency. Acting with fresh energy and purpose, it took advantage of the possibilities and proven practices inherent to traditional methods of outreach, as well as the potential of newer means, including the spontaneity and agility of electronic communications. Thus, its mission of reaching out was complemented by the capacity to listen to, and learn from, varied constituencies in the larger interests of the Organization, its purposes and its principles. The Division further aims to expand the geographic diversity of its partnerships, ensuring a broader representation of regions in its mandate.

III. Going global: broadening the work with non-governmental organizations

7. The sixty-second Annual DPI/NGO Conference, on the theme "For peace and development: disarm now!", which was hosted by the Government of Mexico in Mexico City from 9 to 11 September 2009, saw the participation of some 1,300 people, representing 55 countries and 340 non-governmental organizations, who exchanged ideas, experiences and lessons on peace, disarmament and development. Through the location of the Conference in a Member State for the second time, the Department netted a significant growth in the association of new non-governmental organizations. The number of such organizations from Latin America and the Caribbean increased by 88 per cent from 2008 to 2009, from 75 to 141.

8. The Secretary-General's attendance at the Conference gave greater prominence to the event, while demonstrating to the non-governmental community that their aspirations are precisely in line with those of the United Nations leadership. The Secretary-General launched the Latin American regional disarmament campaign by "Tweeting" his "We Must Disarm" campaign message.

Box 1

Sixty-second Armed DPI/NGO Conference: survey responses

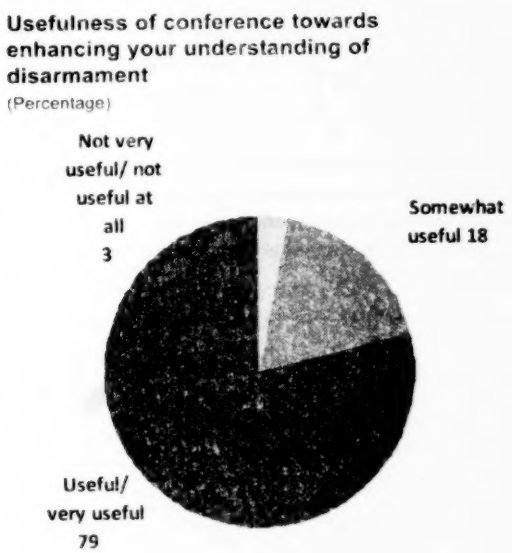
- In a survey conducted at the Conference, attendees were asked how active they had been in promoting the "We Must Disarm" campaign. A total of 37 per cent of respondents reported that they had not been active in promoting the campaign; a neutral response was given by 31 per cent of respondents; and 32 per cent reported that they had been active in promoting the campaign. In a survey conducted two months after the Conference, results showed that 67 per cent of respondents had distributed written information and 40 per cent had conducted promotional activities.

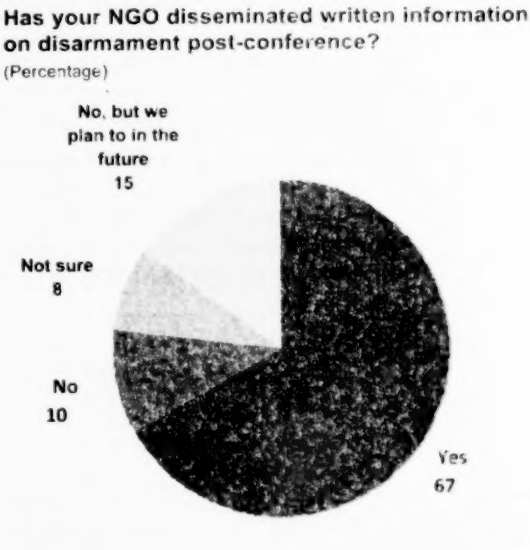
- In another key result of the survey, 80 per cent of non-governmental organizations reported that conventional weapons disarmament was more relevant to their constituents than nuclear disarmament. That finding might relate to the high percentage of attendees from the Latin American region, where violence and crime associated with conventional arms are significant. It could also relate to the areas of focus of the non-governmental organizations that are typically associated with the United Nations, such as poverty, women's issues and development; it might be easier to link these causes with conventional weapons disarmament than with nuclear disarmament.

9. The Conference Declaration adopted by the non-governmental organizations, on the theme "Disarming for peace and development", was presented to the Secretary-General and to the incumbent and former Presidents of the General Assembly and the Security Council. For the first time in the history of the relationship between non-governmental organizations and the United Nations, the Declaration was circulated as a document of the Security Council in the context of

its summit-level meeting on disarmament held in September 2009 (see S/2009/477). According to a feedback survey conducted by the Department's Evaluation and Communications Research Unit, 79 per cent of respondents indicated that the Conference was "useful/very useful" (see fig. I).

Figure I
Feedback survey results


Usefulness of conference towards enhancing your understanding of disarmament
(Percentage)
Not very useful/ not useful at all 3
Somewhat useful 18
Useful/ very useful 79


Has your NGO disseminated written information on disarmament post-conference?
(Percentage)
No, but we plan to in the future 15
Not sure 8
No 10
Yes 67

IV. Bringing the United Nations to youth

Global Model United Nations Conference: a first

10. The Department organized the first-ever Global Model United Nations Conference, held at the Palais des Nations in Geneva from 5 to 7 August 2009, on the theme, "The Millennium Development Goals: lifting the bottom billion out of poverty". The selection criteria ensured diverse and gender-balanced participation by 350 youth leaders from 57 countries. The Conference will be an annual event and the venue will be rotated worldwide, with the 2010 Conference to be held in Malaysia.

11. The Conference simulated plenary meetings of the General Assembly and its First, Second, Third and Fourth Committees, and of the Security Council. A series of innovative video chats gave student delegates live access to United Nations officials and diplomats to help them better understand issues related to the Millennium Development Goals and the work of the four Main Committees. Through one of the side events, the Conference also offered a platform for students to learn about the development work of United Nations agencies, programmes and funds. The first Global Model United Nations Conference served as a model of best practices by introducing a new set of rules of procedure that more closely reflect the way the United Nations functions, raised awareness of the role the United Nations plays in

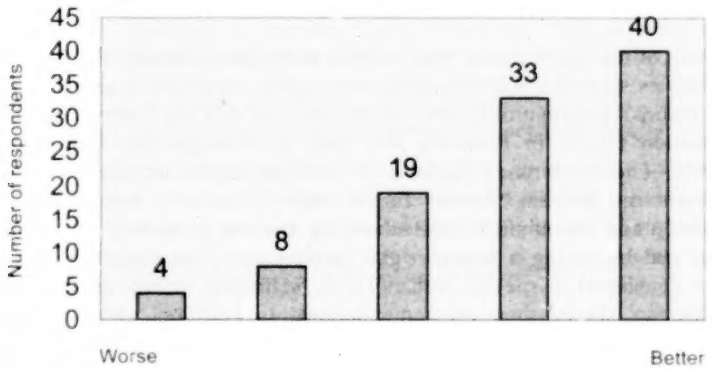
world affairs and inspired the next generation of leaders to become involved in global issues.

12. The great majority of participants responding to a survey following the Conference rated it as being very good or excellent, and 70 per cent considered it to be better or much better than other model United Nations conferences that they had attended (see fig. II).

Figure II

Rating of the Global Model United Nations in comparison with other model United Nations conferences

Question: Please rate your experience at Global Model United Nations compared with other model United Nations conferences you participated in

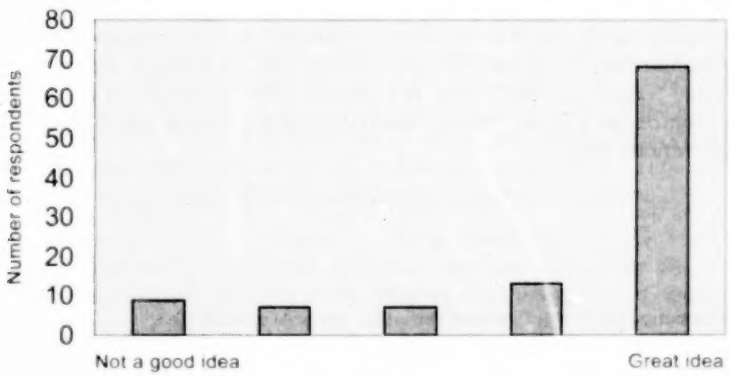


13. One of the distinctions of the Conference was the way in which the delegations representing Member States were organized. Instead of having students from the same university assigned to represent a particular country, which is the common practice, students from various countries attending various academic institutions were assigned to work together on the same delegation. This unique element was rated highly by Conference participants (see fig. III).

Figure III

Rating of the way delegations were organized at the Global Model United Nations

Question: Please rate how you felt about having delegations composed of students from different countries



Student conferences

14. As in the past, the Department continues to engage young people worldwide on important United Nations-related issues through its programme of international student conferences and videoconferences organized in connection with United Nations observances. In September 2009, more than 1,000 students and teachers participated in the observance of the International Day of Peace held at Headquarters on the theme "Disarm now for a better world", in line with the "We Must Disarm" campaign of the Secretary-General. More than 60 schools and non-governmental organizations from the United States of America attended, and many more worldwide followed the proceedings via a live webcast as issues such as the illicit trade in small arms and nuclear disarmament were addressed. Students from the Democratic Republic of the Congo, Liberia and the Sudan participated by videoconference, assisted by the United Nations peacekeeping missions in those countries.

15. In recognition of the International Year of Human Rights Learning, the twelfth annual United Nations student conference on human rights, organized in partnership with the United Nations Information Centre in Mexico City and the United Nations Regional Information Centre in Brussels, was held at Headquarters from 3 to 5 December 2009. The conference focused on human rights education, with particular emphasis on defining human rights; making schools human-rights-friendly; information and communications technology and the promotion of human rights education; and becoming a human rights ambassador. The United Nations CyberSchoolBus developed a special website and facilitated online discussions during which students shared their recommendations. In addition, almost 1,000 students from 13 countries from Latin America and the Caribbean, as well as from Canada, France, India and the United States, collaborated to submit a list of recommendations for implementing human rights education in their schools and communities.

UN4U

16. In observance of United Nations Day 2009, the Department organized the second annual "UN4U" programme, which proactively took the Organization's story to 178 educational institutions and 27,000 students in New York City and around the world — more than double the number of participants in 2008. In New York City, senior officials of the United Nations system — including three Under-Secretaries-General and four Assistant Secretaries-General — visited 43 public high schools in the boroughs of the Bronx, Brooklyn, Manhattan, Queens and Staten Island, speaking to an estimated 5,500 students.

17. Spearheaded by the Outreach Division and conducted in collaboration with the Strategic Communications Division, "UN4U" rallies United Nations information centres and United Nations country teams in a special effort to reach out to 21,000 students in 35 countries at 135 educational institutions at the time of United Nations Day and United Nations Week.[1]

[1] For additional information on "UN4U"-related activities, see A/AC.198/2010/2.

Box 2
Comments about "UN4U" received from schools

- Comment by the principal of a local high school in Cameroon:

> "The UN4U event was a golden opportunity for the students to better understand climate change and the work of the United Nations. It was so great to have a United Nations top official on the school premises, actually the first of its kind."

- Comments received from schools in New York City:

> "Teachers and students enjoyed the programme. As a result of this visit, we are opening a United Nations club in our school. Is it possible to visit the United Nations? Thank you."
>
> "This was a wonderful experience and very informative for our students. Thank you for the opportunity!!"
>
> "Collaboration with the United Nations fits so well with our school's mission as part of the International Schools Network."
>
> "I am also hoping that we can develop an ongoing relationship with our presenter so that he will come back and speak with smaller groups of students. He was wonderful."
>
> "It will help with [the students'] Regents exam."

Engaging with youth in civil society

18. The Department continued to actively engage young people from civil society in its activities. At the sixty-second Annual DPI/NGO Conference, for instance, a host of tailor-made activities offered young people the opportunity to reach out to their peers, learn about contemporary issues in the interrelated fields of disarmament, development and peace and inspired them to create actionable projects in their hometowns and universities.

Unlearning intolerance — in cyberspace and beyond

19. Hatred, prejudice and Holocaust denial were examined in-depth at the "Unlearning intolerance" seminar on the theme "Cyber hate: danger in cyberspace", organized at Headquarters in June 2009 by the Holocaust and the United Nations Outreach Programme. The Secretary-General opened the day-long event, which featured a keynote speaker from the social networking site MySpace, who emphasized that the misuse of media on the Internet, including "cyberbullying", could have a devastating impact on today's youth. Experts from government and academia, as well as legal and human-rights-education experts spoke about free speech, censorship, prevention and regulation in order to develop recommendations for the safe and responsible dissemination of information online.

20. Continuing with its focus on young people and the Holocaust, the United Nations Outreach Programme launched its first *Discussion Papers Journal*, in English and French, for university students. It is composed of nine position papers

on issues relating to human rights, genocide prevention and Holocaust studies authored by academics and practitioners from around the world.

V. Spotlighting the United Nations through the arts and entertainment

Creative Community Outreach Initiative

21. The Secretary-General's Creative Community Outreach Initiative was launched to tap into the prodigious outreach potential of television and film and to serve as a one-stop-shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations. The Initiative has expanded significantly and offers script review, technical advice and logistical assistance, working with substantive United Nations offices in order to provide accurate and timely information to the creative community.

22. A number of noteworthy projects have been undertaken since July 2009, including those set out below:

(a) Scenes from the season premiere of the television comedy series "Ugly Betty" were shot on location at Headquarters, highlighting the United Nations Foundation "Nothing But Nets" campaign to prevent malaria;

(b) An episode of the Israeli television show "The Flying Chef", with an initial United Nations informational segment, was shot at Headquarters, with delegates and staff participating in food tasting/judging;

(c) The world premiere of the animated film "Tinker Bell and the Lost Treasure" was screened at Headquarters to highlight environmental issues for young audiences in the lead up to the United Nations Climate Change Conference held at Copenhagen;

(d) The eighth season of the television action/drama series "24" is currently featuring the United Nations at the centre of the storyline.

23. Now that the Creative Community Outreach Initiative has established a solid base, the Department intends to actively broaden the Initiative to the film and television industry in other parts of the world.

Celebrity advocacy

24. The Messengers of Peace programme promotes United Nations-related issues and programmes through the special efforts of celebrity advocates. The Department constantly provides updates to the Messengers of Peace on the Organization's evolving challenges and mandates and encourages them to address those issues in their outreach activities. The Department also chairs a semi-annual policy guidance meeting for United Nations system focal points for Goodwill Ambassadors in the interests of consistency among the various programmes and to share information and best practices. In June 2009, after months of discussion with United Nations system focal points, the United Nations Communications Group, at its eighth annual meeting, held in Bangkok, reviewed and adopted a set of guidelines on improved minimal standards to appoint Messengers of Peace and Goodwill Ambassadors. The Department has taken steps to ensure that such appointments are limited to

individuals who not only are highly distinguished in their fields, but also have demonstrated their commitment to supporting the work of the United Nations family.

25. Two new Messengers of Peace were appointed by the Secretary-General in 2009: Grammy-award-winning songwriter/musician Stevie Wonder, with a special focus on persons with disabilities, and environmental activist and Nobel laureate Wangari Maathai, with a special focus on the environment and climate change. At present, there are 12 Messengers of Peace and 189 Goodwill Ambassadors named by individual agencies, funds, programmes and partnerships.

United Nations Day Concert as a tribute to peacekeeping

26. United Nations Day 2009 was observed at Headquarters with the holding in the General Assembly Hall on 23 October, for the first time, of a themed concert entitled, "A Tribute to Peacekeeping". Organized by the Department of Public Information and the Department of Peacekeeping Operations in collaboration with the non-governmental organization Culture Project, the concert employed a kaleidoscope of art forms, including segments from a new documentary, "The War Against War", directed by Fisher Stevens, who showcased the achievements and importance of United Nations peacekeepers and the formidable challenges that they face in protecting victimized and vulnerable populations.

27. The devastating earthquake that hit Haiti in January 2010, and the portrayal in the documentary of the peacekeepers from the United Nations Stabilization Mission in Haiti who later died in a helicopter crash in October 2009, made the theme and legacy of the United Nations Day concert even more striking and, it is to be hoped, created greater public awareness of United Nations peacekeeping. In another first, the concert was webcast live worldwide and broadcast live in New York City by Time Warner Cable on its channel 150.

VI. Academic Impact

28. Academic Impact is a new initiative that will channel innovative ideas and projects conceived at institutions of higher learning and research towards their practical application in the field, in support of United Nations objectives. More than 300 institutions of higher education and research have signalled their intention to join the endeavour, which will be formally launched in 2010. Like those of the Organization itself, the founding members come from 51 nations. They include universities with a variety of faculties and courses, as well as institutions with a specific focus, including medicine, public health, art, engineering, science and business. The initiative has also been endorsed by more than 30 international academic networks with members from every continent and a range of disciplines.

29. Academic Impact seeks to align participating institutions with the United Nations and with each other in working to realize universally accepted goals and principles through specific projects and activities each year. The geographical and thematic diversity of participants reflects an acknowledgment of the imperative of intellectual social responsibility in all fields of study and in all regions of the world. The initiative was highlighted at the World Conference on Higher Education, hosted by the United Nations Educational, Scientific and Cultural Organization in July 2009, and the World Innovation Summit for Education, held in Doha in November

2009. It was also the theme at a retreat organized by the International Association of University Presidents in Chicago in October 2009, as well as at events at individual institutions and the annual conference of the Committee on Teaching About the United Nations.

30. Members of Academic Impact have begun activities specifically geared to its objectives; one university has linked each of the 10 principles to specific programmes on campus and by students and teachers. Another funded the participation of students, including travel expenses, in the Millennium Development Leadership Programme held at the University for Peace, Costa Rica, in January 2010. The Programme provides participants with the skills and knowledge to start and lead projects related to achieving the Millennium Development Goals. A distance-learning university has introduced an online course related to oncology developed by the International Atomic Energy Agency.

VII. Engaging the public

Speaking engagements and briefings

31. The Department's speakers' bureau and its public exhibitions on topical issues continue to bring the message of the Organization to a variety of audiences. In 2009, the speakers' bureau organized and facilitated more than 700 in-house briefings, videoconferences and 70 outside speaking engagements, reaching more than 45,000 individuals in North America, mainly in the United States. Almost 1 million visitors each year view the rotating roster of public exhibitions curated and installed by the Department in the Visitors' Lobby at Headquarters.

32. As part of its key partnerships, the Department continued its collaboration with Rotary International, one of the Organization's longstanding civil society partners, which hosted United Nations officials, who spoke at its events throughout the United States. The Department also responded to more than 1 million communications from the public in the form of petitions, letters, e-mails, telephone calls, and in-person enquiries. The general information website (www.un.org/geninfo) provides answers to frequently asked questions about the United Nations to hundreds of thousands of online visitors.

Visiting United Nations Headquarters

33. The Department is continuing its efforts to revitalize the tour route and is making sure that members of the public better understand how decisions taken in New York by the Security Council and the General Assembly translate into concrete activities and action on the ground. As part of an ongoing effort, the Department regularly includes new items on the tour route, showcasing the work of United Nations agencies, programmes and funds in the field. Some recent additions include exhibits about the Office of the United Nations High Commissioner for Refugees, the United Nations Children's Fund and the World Food Programme.

34. From 1 January to 31 December 2009, 236,555 visitors took guided tours of Headquarters offered in Arabic, English, French, German, Hebrew, Korean, Italian, Japanese, Mandarin, Portuguese, Russian, Spanish and Swedish; more than 5,000 of those visitors took the audio tours, which were introduced on 6 October 2009. The audio tours include a pre-recorded welcome to the public by the Secretary-General

in the six official languages. The audio tours allow the Department to expand the capacity of guided tours, which were frequently sold out owing to the limited availability of tour guides. Furthermore, audio tours are conducted on Saturdays and Sundays, thereby enabling tour operations to be conducted seven days a week.

35. In 2009, at the United Nations Office at Geneva, 94,000 visitors took guided tours offered in more than 15 languages, while at Vienna, 51,000 visitors took guided tours in 12 languages. At Nairobi, guided tours are offered to visitors from local and international schools, universities and delegations free of charge.

Exhibits

36. The Department provides curatorial advice and logistical/technical services in connection with the display of exhibits that have been approved by the Exhibits Committee. Exhibits in the Visitors' Lobby at Headquarters focus on priority issues on the United Nations agenda. They are part of the outreach to the general public on the Organization's priority themes and must therefore be clear and informative. Between July 2009 and February 2010, 17 exhibits were organized, including "Against Nuclear Arms", "Gender-based Violence", "Working for Social Justice", "Women, Water and Wells", "Democracy Video Challenge", "Palestine Refugees" and two joint exhibits devoted to Holocaust remembrance, "Generations: The Legacy of Survival and Hope" and "Architecture of Murder: The Auschwitz-Birkenau Blueprints".

Citizen Ambassadors to the United Nations

37. Leveraging the power and immediacy of the Internet, in September 2009 the Department launched the new video contest initiative, "Citizen Ambassadors to the United Nations". The contest, hosted on the United Nations YouTube channel, invited world citizens — in particular young people — to voice their opinions to heads of State or Government by creating videos in response to the following question posed by the Secretary-General and Messengers of Peace George Clooney and Wangari Maathai: "If you had the opportunity to speak to world leaders, what would you say?" Five winners were selected from more than 400 video responses worldwide by a panel of representatives from the Department of Public Information, the Office for the Coordination of Humanitarian Affairs, the Department of Peacekeeping Operations and the United Nations Development Programme.

38. The five winners, designated "Citizen Ambassadors" for an initial period of two years, met with the Secretary-General on United Nations Day 2009, undertook a special tour of Headquarters and enjoyed VIP seating at the concert. On 23 December, their winning videos were shown to the General Assembly. Owing to the success of the Citizen Ambassadors campaign in 2009, it will become an annual event, held to coincide with United Nations Day. Among the plans for 2010 is the encouragement of broader participation from all regions of the world and a focus on the Millennium Development Goals. A dedicated Citizen Ambassadors website, currently under development, will conduct campaign outreach and archive material about past winners and their video messages, activities and achievements.

VIII. Remembrance activities

Holocaust and the United Nations Outreach Programme

39. In observance of the anniversary of the Kristallnacht pogrom, the Department screened the film "As Seen Through These Eyes", which was followed by a discussion with the director. The film was also screened by United Nations information centres in Austria, Belarus, Belgium, Colombia, France, Ghana, Indonesia, Kazakhstan, Mexico, Myanmar, Namibia, Peru, Romania, the Russian Federation, Ukraine, South Africa and Zambia.

40. On 27 January 2010, the United Nations observed the fifth International Day of Commemoration in memory of the victims of the Holocaust, on the theme "Holocaust remembrance: the legacy of survival", with a memorial ceremony and concert in the General Assembly Hall. The solemn event recalled the universal lessons that Holocaust survivors pass on to succeeding generations and examined the experience of the Roma and Sinti, minority communities who were persecuted and murdered by the Nazis. The memorial concert was performed by the Muremberg Philharmonic Orchestra, the Bayreuth Zamir Chorale and the Jerusalem Oratorio Chamber Choir, in partnership with the Government of Germany. In addition, the Department screened "Defiance", a movie about Jewish partisans battling the Nazis in Belarus, and held a briefing for non-governmental organizations on the theme "The legacy of the Jews in Morocco".

41. The Department also organized two related exhibitions in the Visitors' Lobby at Headquarters: "Generations. The Legacy of Survival and Hope", developed by the United Kingdom Holocaust Centre and the University of Southern California Shoah Foundation Institute for Visual History and Education; and "Architecture of Murder: The Auschwitz-Birkenau Blueprints", in cooperation with the American and International Societies of Yad Vashem, marking the sixty-fifth anniversary of the liberation of the Auschwitz-Birkenau Nazi death camp. In addition, a variety of Holocaust remembrance activities were organized by more than 30 United Nations information services, centres and offices:

- **The United Nations Information Centre in Windhoek**, in partnership with the South African Holocaust Foundation, organized Namibia's first Holocaust remembrance commemoration, which included an educational programme for 24 schools, with screenings of the film "Footprints: Discovering the Holocaust through Historical Artefacts", an exhibition and a lecture on the theme "Why study the Holocaust?".

- **The United Nations Information Centre in Bogotá** organized a commemorative event and screening of the film "Footprints: Discovering the Holocaust through Historical Artefacts", in Spanish for 300 people, with the support of the Ministry of Foreign Affairs of Colombia.

- **The United Nations Information Centre in Yango, Myanmar**, held the country's first Holocaust remembrance observance, with a panel discussion on the theme "Holocaust remembrance: the legacy of survival", a screening of the movie "As Seen Through These Eyes" and an exhibition of photographs by Yad Vashem in partnership with the Governments of Germany and Israel.

- **The United Nations Information Centre in Bucharest**, the Elie Wiesel Institute and the Federation of the Jewish Communities in Romania mounted

an art exhibition entitled "How Was It Possible?", showcasing the work of seven young Romanian artists.

Slave trade

42. The Department built upon the cultural event and concert held in the General Assembly Hall in March 2009 to mark the International Day of Remembrance of Victims of Slavery and the Transatlantic Slave Trade by creating a steering committee for the 2010 commemorative event involving representatives of the Caribbean Community and the African Union with a view to ensuring that the plans for the 2010 event accord with the wishes of the Member States that have been directly affected by the legacy of the slave trade and slavery. Plans are under way for a week-long series of remembrance activities, to be held in March 2010.

IX. Reham Al-Farra programme

43. The Department organized the twenty-ninth annual Reham Al-Farra Memorial Journalists' Fellowship Programme from 8 September to 16 October 2009. The fellowship programme offers briefings at Headquarters on issues of priority for the Organization and visits with media organizations for young journalists from developing countries and countries with economies in transition. A special effort was made to include journalists from Africa. Nine junior and mid-level print and broadcast journalists, from Cape Verde, Mali, Mauritania, Panama, Rwanda, Seychelles, Saint Vincent and the Grenadines, Tuvalu and Ukraine, participated.

44. Highlights of the six-week programme included the Summit on Climate Change, a two-day workshop on multimedia and international journalism at Fordham University and a week-long visit to Washington, D.C., where the fellows met with World Bank and International Monetary Fund officials. In addition, they stayed in Rochester, New York, with families of members of the local chapter of the United Nations Association and participated in the Association's conference on the theme "Freedom of the Press: A Global Crisis". The Reham Al-Farra fellowship programme was established by the General Assembly in 1980. Formerly known as the Department of Public Information Training Programme for Broadcasters and Journalists from Developing Countries, it was renamed in honour of Reham Al-Farra, a young journalist and staff member of the Department who was killed in the attack on United Nations headquarters in Baghdad in 2003. As of 2009, 406 broadcasters and journalists from 160 countries have taken part in the programme.

X. United Nations publications: expanding on e-frontiers

United Nations flagship publication

45. The outreach of the *Yearbook of the United Nations*, the basic reference book on the work of the Organization, improved dramatically with the launch of the *Yearbook* website in October 2008, which placed 60 years of United Nations activities at the disposal of the public. On 15 May 2009, the *Library Journal*, the oldest and most respected publication in the United States covering the library field, singled out the *Yearbook* and its online version as one of the "Best Notable Government Documents of 2008". The 2006 issue of the *Yearbook* was released in

August 2009. The 33 chapters of the fully indexed 1,795-page volume deal with political and security questions; human rights; economic and social questions; legal questions; and institutional, administrative and budgetary questions.

Box 3
Comments about the *UN Yearbook* online

"The [online] research portal containing the *United Nations Yearbook* collection [from 1946-2005] is a great resource for our students and researchers."

— International Institute of Social Studies, The Hague, Netherlands

"This free online version of the primary reference source on the work of the United Nations is a major step towards providing universal access to United Nations information."

46. In December 2009, the new *UN Chronicle* website was launched. The website provides access to the English-language version of every issue of the magazine published since 2007, with links to older issues. Limited issues in the other five official languages will be launched shortly. The print edition of the *UN Chronicle* has been transformed with a view to attracting broader audiences and new contributors from the developing world, and its design is continuing to evolve. The Department is continuing its efforts to determine how not only to publish the *UN Chronicle* in English and French, but also to provide online translations in Arabic, Chinese, Spanish and Russian.

Sales and marketing: expanding access to knowledge and information

47. The Department works to promote the knowledge, communication and outreach objectives of the Organization by marketing, selling, distributing, and licensing print and electronic publications, periodicals and official databases. The outsourcing of the warehouse, order fulfilment and customer service functions has made significant progress. Core back-office and customer service activities are being transferred to a third-party contractor in order to save distribution costs and free up resources for the development of new publishing products and marketing activities. The project will be instrumental in vacating the space needed for the implementation of the capital master plan. It is estimated that the transfer of books and relevant data to the contractor will be complete by March 2010.

48. Efforts to merge the New York and Geneva sales offices are making significant progress. The two remaining staff members at Geneva will work closely with their New York-based colleagues to ensure that all operations are fully merged and that customer accounts administered at Geneva are all successfully closed by the end of 2010. The result will be a stronger, more cohesive sales team that will work to proactively expand the network of distributors in developing and transition countries.

49. In order to broaden the audience reached by its marketing campaigns and to achieve further efficiencies, the Department's sales and marketing cluster focused on e-marketing, by means of direct e-campaigns and through its Facebook and Twitter pages, which reduced by almost 50 per cent the amount of paper promotional

materials. In addition, the cluster provided input and support to more than 80 agents and distributors covering all of the regions of the world and participated, directly or through its agents, in more than 20 professional book fairs, predominantly in developing countries.

50. At the most recent Frankfurt Book Fair, held in October 2009, representatives of the sales and marketing cluster met with distributors, publishers, subscription agents, content aggregators and other partners interested in co-publishing, distributing or publishing electronic editions of United Nations publications. Following the launch of the three-tier discount policy on 1 July 2008, the Department registered a noticeable increase in interest in United Nations publications on the part of customers in developing and least developed countries (see fig. IV). Almost 50 per cent of the contracts signed in the period from July 2009 to February 2010 involved electronic rights, a sign of the changing landscape of the publishing industry. The positive effect of the Department's licensing activities can be seen in the fact that United Nations publications were accessed predominantly in developing and least developed countries (see fig. V). In addition to focusing on electronic licensing, the sales and marketing cluster will concentrate on licensing translations and local editions of United Nations publications to ensure greater access in the developing world.

Figure IV

Discount policy at work in selected developing and least developed countries (Index 2007/2008: 100)

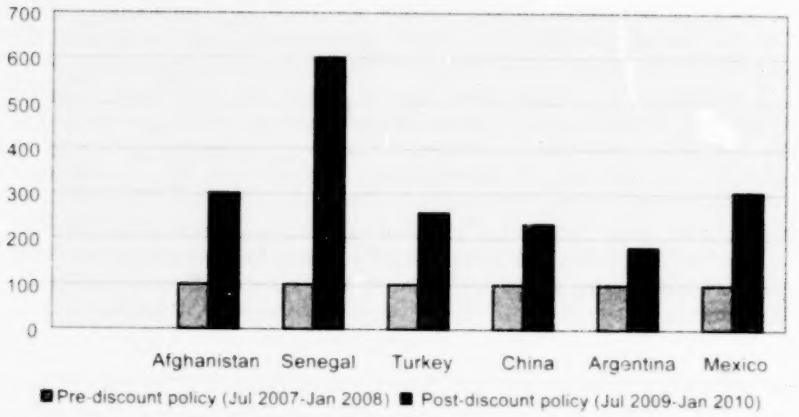
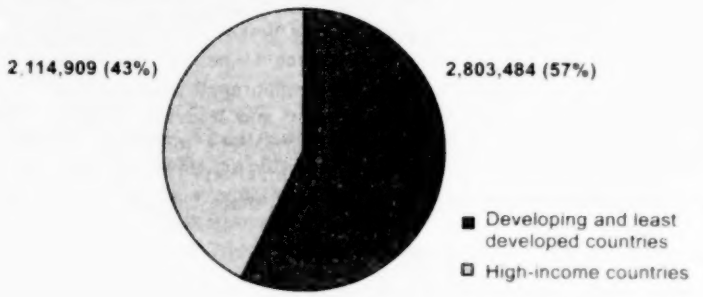


Figure V

Pages of electronic United Nations publications viewed by the general public through Google Books, July 2009-January 2010



51. The United Nations Bookshop continued to provide service to the general public, United Nations delegates and staff, conducting on average more than 6,000 transactions per month, in spite of the challenges posed by the capital master plan. Among the most important activities of the United Nations Bookshop are the "Meet the Author" and other special events. In the period from July 2009 to February 2010, the United Nations Bookshop conducted almost 30 special events, maintaining its status as a reliable partner of all of the Departments and offices of the Secretariat.

Development business

52. The new website design of *United Nations Development Business* was completed in 2009; related tasks, including content write-up and features, are in the process of being carried out. The website's new analytical tools allow for the monitoring of web traffic, user behaviour and gaps in outreach. Particular focus will be placed on increasing participation on the part of developing countries and countries with economies in transition. A partnership with the Parsons School of Design in New York was established to conduct research into innovative design, technologies and tools that will help to develop the operation with a view to end-user segmentation. Back-office, fulfilment and printing activities were streamlined for greater efficiency.

Graphic design

53. The Department continues to develop visual identities through its graphic design team, which has effectively completed almost 300 projects, ranging from brochures, book and posters to signage, banners and press kits communicating the message of the United Nations. The graphic design team also provides visual branding for the Global Model United Nations Conference, the sixty-second Annual DPI/NGO Conference, the International Day of Peace, the "We Must Disarm" campaign and the twelfth annual United Nations student conference on human rights. The team also supported the projects of other Departments, including the Office for the Coordination of Humanitarian Affairs induction programme interactive compact disk and the "Every Day" card, representing the 10 priorities of the United Nations. Other interesting projects included a magnet promoting the greening of the United Nations, a map showing the United Nations offices relocated within New York City during the period of the capital master plan and signage for the Visitors' Centre.

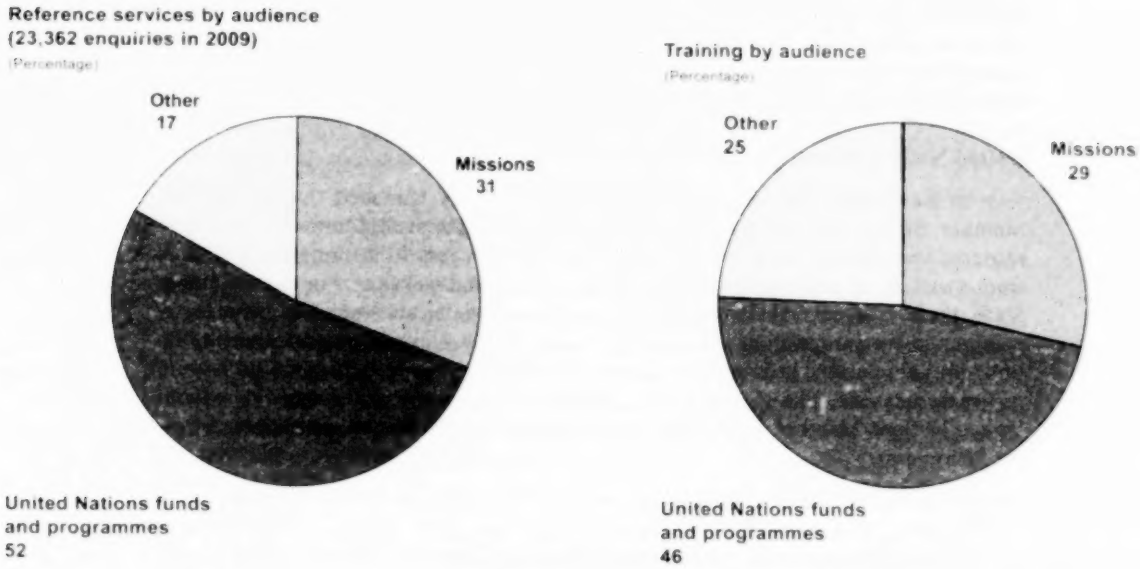
XI. Library services: a gateway to United Nations information

Increasing online access to information

54. The Dag Hammarskjöld Library provides information services to delegates, the Secretariat and other groups, as well as to the wider public through Internet products, publications and other means of communication. Its activities to preserve and index United Nations documentation ensure that needed information tools are accessible for the current and future work of the Organization. The relocation of staff necessitated by the capital master plan encouraged Library staff to seek to increase the information available electronically and leverage existing content to better serve the needs of the Secretariat, permanent missions and the wider population interested in the work of the Organization. Library services remain available to staff and delegations from within the main Library Building, through

specialized branches in other United Nations buildings and, of course, via phone and e-mail.

Figure VI
Library services



From depositories to partners: upgrading the United Nations Depository Library Programme

55. The Dag Hammarskjöld Library coordinates the relationship of the United Nations with 402 libraries in 145 Member States through the United Nations Depository Library Programme. Through the Programme, which was set up more than 60 years ago, United Nations documentation and publications are distributed to United Nations depository libraries worldwide.

56. The Dag Hammarskjöld Library is working closely with the depository libraries to determine how to fine-tune the Programme to better serve the needs of researchers, scholars and the public at large and to ensure that depository library partners have better knowledge of and access to United Nations resources. The results of a survey carried out in 2008, discussions held at nine regional and national workshops between 2003 and 2009 and feedback from individual depository librarians indicate that the future of the Programme will depend in part on the degree to which depository libraries can be successfully transformed into a network of partner libraries to promote global issues and sources of information about such issues.

57. Since January 2005, when access to the Official Documentation System became free, more than 150 depository libraries have cancelled shipments of printed United Nations documents. In the 2008 survey, 69 per cent of depository libraries supported a proposal to gradually discontinue the distribution of paper copies of United Nations documents already available on the Official Documentation System. As part of a new approach, the distribution of printed United Nations documents to

the majority of depository libraries will therefore be gradually discontinued, with due consideration of the specific needs of each library.

58. It is already apparent that the exponential growth in the availability of United Nations information will require additional training for the staff of depository libraries. Increased training for depository librarians, the development of online training and/or the use of video meetings will strengthen information skills and access to resources at depository libraries worldwide. This enhanced outreach will further encourage partnership with the United Nations and increase interest in the work of the Organization and global issues.

United Nations Member States: On the Record

59. In November 2009 the Dag Hammarskjöld Library launched "United Nations Member States: On the Record" (http://www.un.org/depts/dhl/unms/). This new resource was developed to provide easy and direct access to information available from a variety of existing United Nations databases and websites. For each Member State, there is a page that includes the most up-to-date, accurate and historically comprehensive information on its participation in the United Nations. Over 4,000 links provide current information, without the user having to be trained on how to use each database. The tool provides answers to frequently asked questions about United Nations Member States and builds upon the quality databases maintained by the Secretariat.

Box 4
Comments about "United Nations Member States: On the Record"

University of North Carolina:

"Once again, the Dag Hammarskjöld Library has created a very useful research tool."

United Nations Information Centre in Buenos Aires:

"In my opinion it was a very useful tool. From now on we will recommend it to our users."

Queens University, Canada:

"It's wonderful — it will be such a time-saver for researchers."

Enhancing access and digitization

60. The process of digitizing the main series of Security Council documents was completed in the first quarter of 2009, and the digitization programme is now focusing on earlier General Assembly documentation. In December 2009, the Dag Hammarskjöld Library completed a two-year project to list in the United Nations Bibliographic Information System database (UNBISnet) voting records for resolutions dating from the first to the thirty-seventh sessions of the General Assembly. UNBISnet now provides a complete history of the voting on all General Assembly resolutions.

61. In 2009, bibliographic metadata were created and assigned to 18,363 United Nations documents and publications for ease of search and retrieval. The metadata and the subject analysis of those documents from the core of the United Nations documents index, the Official Documentation System and UNBISnet. In addition, retrospective content analysis and the indexing of documents of the earlier sessions of the General Assembly continues. Every month, more than 3 million documents are downloaded from the Official Documentation System, and as at 1 January 2010, a total of 844,153 bibliographic metadata had been recorded in UNBISnet.

62. The authority records and the thesaurus in all six official languages remain an important activity in the context of information processing and acquisitions. The cataloguing of commercial, governmental and intergovernmental publications on subjects of permanent as well as current interest to the Organization, permanent missions and the Secretariat, regardless of format and primarily in the six official languages, have been made in the bibliographical databases.

63. The Library continues to publish indexes to the proceedings of the General Assembly, the Security Council and the Economic and Social Council. As guides to the documentation and proceedings of the three main organs and their commissions, committees and ad hoc committees, those publications include subject indexes to the discussion and action taken on meetings, voting results and indexes to speeches made in the forum in question. In addition to being printed, the indexes are made available on the United Nations website.

64. The Dag Hammarskjöld Library serves as the secretariat for the United Nations System Electronic Information Acquisition Consortium, which allows the Consortium's 59 members in 47 countries (i.e., individual United Nations agencies) to select titles from a constantly growing list of suggested electronic resources available from vendors. The Library, as a coordinator, manages administrative, technical and managerial issues on behalf of the members. The Consortium provides services valued at approximately $2.2 million, with the majority of services accessible by unlimited users via Internet protocol authentication.

65. The promotion of operational and fiscal efficiency makes cooperation between the libraries of the United Nations a priority. The United Nations libraries continue to work together on issues such as common indexing policies, digitization operations and United Nations information centres. The Dag Hammarskjöld Library also cooperates with other United Nations libraries through inter-agency knowledge-sharing and information management meetings.

XII. Internal communications

Reaching out to staff and delegates

66. The Secretariat Intranet, iSeek, continues to be accessed by staff at all eight major duty stations: Addis Ababa, Bangkok, Beirut, Geneva, Nairobi, New York, Santiago and Vienna. Peacekeeping missions, all United Nations information centres, the field offices of the United Nations Office on Drugs and Crime, seven subregional offices of the five regional commissions and three regional disarmament offices (the United Nations Centre for Peace and Disarmament in Africa, the United Nations Regional Centre for Peace, Disarmament and Development in Latin America and the Caribbean and the United Nations Regional Centre for Peace and

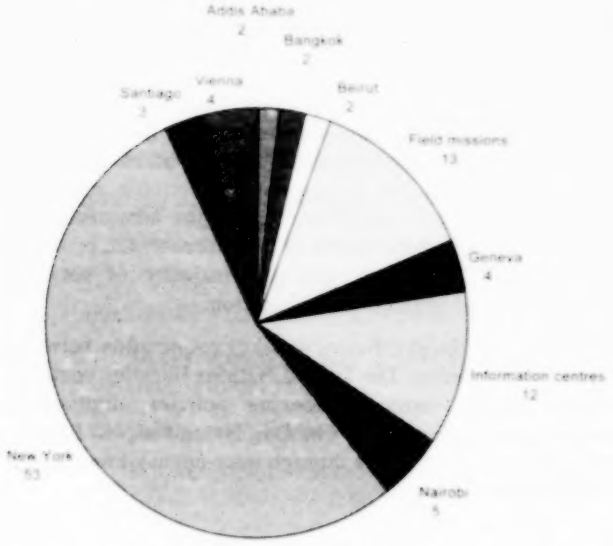
Disarmament in Asia and the Pacific) also have access to iSeek, ensuring that information is shared with United Nations staff around the world in a timely and immediately accessible manner.

67. From July to December 2009, a team of four staff members posted 368 staff-focused original stories on iSeek, the majority of which were also published in French. Forty-eight per cent of the stories were submitted by or included input from staff at offices away from Headquarters, including peacekeeping missions and information centres (see fig. VII). The wide variety of content that featured prominently on iSeek included the human resources management reforms and the new internal justice system, both of which came into effect on 1 July 2009; the launch of an e-learning platform for all staff of the global secretariat; mobility; Umoja (the enterprise resource planning system); climate change, including the United Nations Climate Change Conference in Copenhagen; the capital master plan; the H1N1 pandemic; and letters and appointments by the Secretary-General.

Figure VII

iSeek story contributions by duty station, July to December 2009

(Percentage)



68. In order to further strengthen the evaluation of internal communication web and Intranet sites (iSeek, deleGATE and the pandemic information site), in December 2009 the Department completed a project with the Office of Information and Communications Technology to allow access to metrics regarding content and information about visitors. The Department continues to use the sites to provide timely access to information on the H1N1 influenza virus and the capital master plan, including secure access to telephone directories on deleGATE created specially for Member States in New York and staff located at all duty stations, on iSeek. The Department has also taken on the responsibility of supporting 60 websites of permanent missions on the deleGATE server (www.un.int) of which 11 are in development and 49 are live.

Responding to the earthquake in Haiti

69. The Outreach Division responded swiftly to the devastating earthquake in Haiti, principally on two fronts: providing updates on the situation, including statements by the Secretary-General to staff and delegates through iSeek and deleGATE, and assisting in the internal communications effort to address what has been the highest death toll ever among United Nations staff in any one incident. Examples of such efforts include the work of volunteers from the Division who helped research and contribute content to the Facebook and Twitter pages established by the Department of Peacekeeping Operations, the redesign of iSeek and deleGATE to incorporate "One UN, One family grieving", and the launch of a new resource page with web links to information on the earthquake from around the United Nations system, its partners and civil society. In addition, a dedicated e-mail account and an eRoom space was established in cooperation with the Office of Information and Communications Technology for the capture of comments, the writing of tributes and reflections and the posting of pictures of all United Nations colleagues who died.[2]

XIII. Multilingualism

70. The Under-Secretary-General for Communications and Public Information continues to serve as the Coordinator for multilingualism, as appointed by the Secretary-General in response to the request of the General Assembly in its resolution 61/266. The report of the Secretary-General on multilingualism (A/63/338), presented for consideration by the General Assembly at its sixty-third session, provides a detailed update on activities undertaken by the Department on the issue.

71. The Department is exploring new ways of promoting multilingualism at the United Nations. In this context, complementing the observance of International Mother Language Day on 21 February, the Department wishes to establish "Language Days at the UN" to celebrate each of the six official languages at United Nations duty stations worldwide. The aim of the designated "Language Days" will be to educate, inform and entertain, with the goal of increasing awareness and respect for the history, culture and achievements of each of the six official languages. The Outreach Division of the Department will work in partnership with permanent missions, other departments and agencies to ensure the implementation of the new observances across the United Nations system and beyond by utilizing each of the official languages on their designated day in new and creative ways.

XIV. Capital master plan

72. With the staff of the Outreach Division having moved out of the Secretariat Building and spread among eight locations, the Department has put in place measures to ensure that the level of services that it provides is maintained throughout the period of the capital master plan. Most areas of the Department's outreach services have been affected to some degree, and disruptions are expected.

[2] For Haiti-related activities carried out by the strategic communications services and the news services, see A/AC.198/2010/2 and A/AC.198/2010/3, respectively.

73. Guided tours of Headquarters will operate in the General Assembly Building until 2012. However, the tour route no longer includes the Conference Building. Moreover, the fact that there are fewer venues has restricted the ability of the Group Programmes Unit to deliver on all requests for in-house briefings. For instance, Studio 4 is no longer available, and securing rooms in the temporary North Lawn Building will be more difficult. In addition, staff speakers are no longer based at one location and find it harder to commit to briefings, as reaching specified venues takes longer than in the past.

74. A suitable off-site location has to be identified for the weekly briefings for non-governmental organizations and other outreach activities for the non-governmental community. Student conferences at Headquarters are among the key vehicles for outreach to young people. Owing to the large number of students (over 1,000 during the largest conference to date), identifying conference space remains a challenge. However, the newly launched Global Model United Nations Conference is currently being organized away from Headquarters, which will provide participating students with valuable insight into the functioning of the United Nations in the field. The Department anticipates that the Global Model United Nations Conference will be held at Headquarters by 2014.

75. Installation of compact shelving in the third basement of the Dag Hammarskjöld Library Building allows for more efficient storage of the documents collection. The Department is also establishing a small reference centre on the second floor of the temporary North Lawn Building to provide a service for delegations. Although the closure of the Dag Hammarskjöld Library training room in April 2009 has had a temporary impact on the Department's activities in reaching out to other Departments and permanent mission staff, regular training programmes are expected to resume once a replacement training facility has been opened in the spring of 2010.

76. Traffic to the United Nations Bookshop dropped during the latter part of 2009 owing to the ongoing relocation away from the Secretariat Building of staff members, who had made up about 30 per cent of the Bookshop's customers. Plans need to be put in place to ensure that operations continue when the General Assembly Building is closed for renovations. The processing of materials to warehousing spaces was unable to begin until October 2009, and the project is expected to be completed by 2010.

XV. Conclusions

77. **Proactive and targeted engagement with key, and often new, constituencies has defined the work of the Outreach Division in the past several months. These include, but are not limited to, talented young voices giving expression, through word and image, to their expectations of the Organization and those who lead its Member States; scholars, students and teachers who see in their work a discernible United Nations "impact"; college students who adapt the dynamism of the General Assembly's possibilities to a "Global Model United Nations" that is entirely their own; non-governmental organizations and individuals who breathe new life into long-debated topics with the vigour of a vaster geographical base and greater opportunities for participation; Governments, research institutions and the media, which seek, and can now find, the recorded**

positions of Member States on key issues in readily accessible form; and the creative community, which sees in matters vital to the Organization's agenda the chance to reach its audiences in a fashion that informs as it entertains.

78. There can be no defined limit to the extent, nature or methods of United Nations outreach. In the end, the only true measure will be that of how readily an extended hand is grasped and how often a hand is extended in response. The mission of the Division, informed by the mandate vested in it by the General Assembly, will continue to be that of a partnership that brings peoples and their Organization together.